



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SLBS.SDN.BHD.

PREPARED BY

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1. Introduction

SLBS.SDN.BHD is a business that offers cleaning service in house and office. Business Premises placed in strategic place which is easy to find since it is in 1 Borneo the most famous mall in Sabah. In the meantime this place is an attraction of people and our customer.

Before this company established, all the partner member has an experience in cleaning service since in the university we are doing part time in cleaning service by our own effort. After graduate from university, we see that there is so much opportunity to open a business in this field since people are knows us with our services that provided. This experience helps us to improving our weaknesses especially in our equipment and also our services and helps us to identify what is needed to start the company including to hire a workers.

With a deep desire and high spirit in this field and to improve our social economic, we are collect the money from each partner business to start this business. For now we are collected RM20 000 and able to buy a basic equipment for cleaning services. This is the first step to start our business even the collected money is from each our family support.

Other than making money, we are also help the environment from infection of any disease. Especially spread of disease from germ that is found in dust.

2. Purpose

2.1. The purpose of preparing the business plan:

- Preparing complete information in objective to get financial support from financial institution.
- Provide line guide for management party, so this company run and develop according to the plan.
- For reference customers with our business ability.

2.2. The value of funding that applied for start this business is RM50 000.

6. Marketing Plan

6.1. Services description

SLBS.BHD Cleaning Service will provide a residential house cleaning service and office cleaning. We will have few target customers:

- 6.1.1. The affluent that has a spouse who does not work, but is not inclined to do housework. To many a maid/house cleaner is a symbol of wealth, and this idea symbolizes this group of customers.
- 6.1.2. The two-income households whose opportunity costs are too great to spend time cleaning the house.
- 6.1.3. The officer that does not have enough time for cleaning their meeting room, pantry, rest room and so on.

SLBS offers house and office cleaning to these targeted customers. House cleaning ranges from cleaning of standard rooms such as kitchen, bathrooms, bedrooms, as well as more unusual jobs like small disasters from children and pets. Office cleaning ranges table, meeting room, and pantry.

6.2. Target Market

SLBS.BHD Cleaning Service will target the upper end of the house and office cleaning market. It would appear, at least if you opened the yellow pages, that there is not a need for another house cleaning service. Make no mistake however; there is a need for a quality, honest service. SLBS is offering a high quality, totally trustworthy service for high income households and company. Our service will ooze professionalism. We are perfectionists and this will be clear by our service.

SLBS currently has quite a range of different residential house cleaning services, from independent companies to franchise services. No one else is specifically targeting the wealthy. We will be targeting two wealthy populations:

1. Wealthy one-income households.
2. Affluent two-income households.

These targeted groups appreciate a professional, reliable, trustworthy, cleaning service and are willing to pay a premium to get this top shelf level of service. We will be marketing our service to these people through word of mouth referrals as well as through membership lists from Clancy's exclusive membership clubs.

SLBS like most cities has lots of cleaning services. Although there are lots of competitors, we are the only company to go after the upper socio/economic class exclusively. Demand for an upper-end cleaning service will allow us to have steady growth.