



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

MS. LAUNDRY

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

Ms. Laundry is a service-base business which is operating laundry service for the community. It is located at Taman Indah Permai, Jalan Sepanggar, Menggatal 88450 Kota Kinabalu, Sabah. Ms. Laundry is different from the other laundry business because it provides both of coin operated machine and washing by demand services. Most of the laundry business that we had survey at the Sepanggar area, only focused on one service.

There are six services that we provided in our business which are coin operated machine, washing by demand, pick up and delivery, dry cleaning, carpet cleaning and ironing.

We, Ms. Laundry service dedicated to consistently providing high customer satisfaction by rendering reliable machines and furnishing a clean, enjoyable atmosphere at a competitive price. By provide a high quality and variety of services to the customer, we can maintain a good relationship with customer to gain their trust and loyalty.

6.0 Marketing Plan

6.1 Service Description

6.1.1 Services

Ms. Laundry is a company that provides laundry for the public. This includes washing by customers demand, washing the clothes by themselves, delivery and pick up, also drying and ironing. The detergents and softener will be providing if the customer ask for it and it will be charged. The services are offered on a walk- in basis or by the appointment. Ms. Laundry will emphasize a customer-centric service where the customer's needs are always the priority.

6.1.2 Service Descriptions

The following is an overview of our main services by category

- | | |
|---------------------------------|--|
| 1) Washing by demand | – This is the main service that we offered here. There are categories we have provide that are wash& dry, ironing, dry cleaning, carpet and hand wash based on the customers demand. |
| 2) Washing by coins | – It is the interesting service that we provide at the company, where the customer can wash their own clothes using our machine. |
| 3) Delivery and pick- up | – This is our specialty that we offered delivery and pick up the customers clothes around. |
| 4) Drying | – We offer this services for those who want to dry their clothes. |
| 5) Ironing | – This one offered for those who want to iron their clothes. |