



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

DIPLOMA IN ACCOUNTANCY (AC110)

**AC110 5D**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**A3 : BUSINESS PLAN REPORT**

**MAID IN YOUR CITY**

LAUNDRY & CAFÉ

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**SUBMISSION DATE:**

15<sup>TH</sup> JANUARY 2021

## LETTER OF SUBMISSION

Diploma in Accountancy (AC110)  
Faculty of Accountancy  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

15 JANUARY 2021

Mrs. Siti Fahazarina Hazudin  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**MAID IN YOUR CITY – LAUNDRY AND CAFE**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

*MUHAMMAD HAZIQ BIN ZULGAFAR*

.....  
MUHAMMAD HAZIQ BIN ZULGAFAR  
General Manager

## **ACKNOWLEDGEMENT**

First of all, we would like to give a biggest recognition towards our beloved and knowledgeable lecturer, Mrs. Siti Fahazarina Hazudin for provide us with a great opportunity to create our own business ventures through this project that will give us a big benefit in the future. Thank you would never be enough for us to show our gratefulness for every time and effort that you sacrificed for our generation. We as your students are absolutely grateful and we make sure that we will grow to become success in the future and contribute to the society.

Secondly, we would like to show our gratitude and acknowledgement towards our fellow friends and associates for all the difficulties and good time we spend together, the great and unstoppable commitment that all of them give will never be wasted as we believe in each other and believe that this project will worth all the sacrifices. Most importantly for all the knowledge we gained through this project regarding entrepreneurship ventures.

As we reach the end of this knowledge and learning, we hope each and every one of us will learn, remember and use this knowledge and experience for a good use in the future. As we learn and realized through this project, the success and achievement of this project are not the main goal but the knowledge, input and every experience we gained from its was the gold in a bunch of diamond.

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## EXECUTIVE SUMMARY

The overview for this report is all about the Business Model Canvas for the company providing laundry services. For any company, there must be a problem and solutions to run the business, because solutions will not come without problems. The issue that will be illustrated here which is relevant to the laundry company, is that every person wants clean clothes but not every family can afford to have a washer and dryer or a laundry soap. Linked to the issues, the laundry company will provide complete washing, drying, ironing and optional folding facilities upon commencement of operations. The company will also include quality items to ensure that clothing is cleanly washed, as well as household retail products to satisfy the demand for convenient access for the neighbourhood. What sets the company apart from competition is the determination to provide skilled, polite, timely and most importantly, convenient services.

Furthermore, it has been shown that the best form of advertisement is by digital marketing which means the company will advertise through posting in social media every day. In addition, the company will have an incentive scheme for referrals. Those customers who refer someone else to the store will be compensated with two free washes, and the referee will receive a free laundry introductory gift. Moreover, the company will ensure a clean environment, reliable machines and polite, prompt service. Besides, the company would like to set itself apart from other laundry rooms that can provide only one or two facilities. While the company is based on a laundry and drying facility, they would like to give their clients the convenience of these other services in one place.

In addition, the services include ironing, folding and possibly pick-up and delivery services, as well as online booking and pick-up and delivery membership. Most significantly, it is their ease that sets us apart from the competition. Other than that, the business is a full service and coin operated laundry which is optional for those who want to self-serve (washing, drying, ironing and optional folding) service committed to consistently delivering high customer loyalty by providing reliable equipment and furnishing a safe, pleasant environment at a reasonable price and value. Last but not least, the most appealing is the laundry cafe, which provides the customer with a safe and tidy surrounding of the cafe, the eye-soothing design of the cafe, the attractive, special and easy-to-read menu for the customer, the talented and fresh-looking employees, and the last one at an inexpensive price to pay for the coffee and meals while waiting for the clothes to be washed.