



اَوْنُوْزِ سَيِّدِي تِيكُوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT (SPARKLE CLEANING)

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SUBMITTED TO:

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SUBMISSION DATE:

19 JULY 2021

## LETTER OF SUBMISSION

Diploma in Banking (BM112)  
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19 JULY 2021

Sir Mohd Aidil Riduan bin Awang Kader  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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Sir,

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

Attach is the business plan title “**SPARKLE CLEANING**” to fulfil the requirements as needed as university requirements.

Below is the list of group members involved in completing this business plan:

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Thank you,

Yours sincerely



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NUR NISHA SORFINA BINTI ABDUL AZIZ  
General Manager

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Apart from that, the final outcome of business plan is also come with the help from our friends and family. Their endless moral support has kept us going. Although we faced some obstacles throughout the journey in completing this business plan as we are still in Movement Control Order (MCO), it taught us that teamwork spirit is the most important thing when we have to work in groups and we managed to work well with each other.

Last but not least, may Allah S.W.T blesses everyone that has helped us including our beloved classmates for not giving up in helping us and providing us with all undeniable supports and ideas. There will be not enough words on how grateful we are for all of them to receive such valuable amount of kindness. Thank you.

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## EXECUTIVE SUMMARY

The business that we have chosen for our business plan is a cleaning service. The name of the business is called Sparkle Cleaning and it is a partnership business that is managed by five partners in total. It is located at 6, Jalan Wisma Jalil 2, Bukit Jalil 57000 Kuala Lumpur and Sparkle Cleaning will be expected to start operating on 24 November 2020. Our cleaning service comes with two main services which include outdoor cleaning and indoor cleaning. All of these services will be done by our well-trained workers to guarantee the best experience for our customers. Sparkle Cleaning is led by one general manager and followed by one financial manager, one marketing manager, one admin manager, one operation manager, and six operation workers. Tasks are assigned according to their job specifications.

Furthermore, for administration plan, we want to establish and implement a stable and systematic administration in our company by producing more skilled, loyal, and competent workers that will work with us. Hence, we will be providing training for them before they start their job to ensure only professional and high quality service will be served to our customers. In Sparkle Cleaning, admin manager will be the one who in charge to ensure that everything related to administration will run as smoothly as possible to align with the company's goals.

As for the marketing plan, we aim to increase repeated and regular customers by 7% each quarter and decrease customer acquisition costs by 8% per year. Therefore, we will provide rewards and benefits for our regular customers such as come up with membership cards, vouchers and discount for them to maximize customers' satisfaction towards our services. This will allow them to enjoy much cheaper cleaning service with the finest quality. The prices for our services are as low as RM150 up until RM1250 depending on the type of the service itself. Our target customers mostly come from dual-income families, house/building owner, and facilities manager.

In term of operation plan, we wish to improve our production from time to time. Therefore, to achieve this objective, Sparkle Cleaning will produce user-friendly, high quality, safe service only. We also will be modernizing our processes of service and technologies to increase output and paying particular attention to our planned maintenance. All of our employees will be trained to respond quickly and effectively when a problem regarding operation occurs. Thus, we can avoid poor production's performance at all cost. On top of that,