



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1104N

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CASA DE LAUNDRY

DRY CLEANING SERVICE

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**CASA DE LAUNDRY – DRY CLEANING SERVICE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
NUR AQHILAH NAZREEN BINTI A.RAHMAN
General Manager

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah for the completion of this business plan. Thank God for all the opportunities, trials and strength that have been showered on us to finish the business plan. We experienced so much during this process, not only from the academic aspect but also from the aspect of personality. My humblest gratitude to the holy Prophet Muhammad (Peace be upon him) whose way of life has been a continuous guidance for me. We thank God for all the challenges and strength that have been showered on us to complete this business plan as our assessment.

First and foremost, we would like to express our greatest gratitude to our lecturer, Madam Ilyani, for her patience, guidance, understanding and useful advice throughout the process of completing this business plan. Most importantly, she has provided positive encouragement and a warm spirit to finish this assessment. It has been a great pleasure to have her as our lecturer.

Following that, we would like to express our heartfelt appreciation to our parents, who have been helpful in keeping us motivated during the entire journey of finalizing the business plan. Without their ongoing assistance, it would be difficult to finish this business plan properly.

Last but not least, thank you to everyone in the group for their passion and attention to finishing the business plan together and assisting one another along the process. We had gained a lot of experience, not only academically but also in terms of our personalities. We also learned a lot of new things while working on the business strategy, which we want to put to use in the future.

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EXECUTIVE SUMMARY

The following is a proposal of a business plan named *Casa de Laundry* which is a laundry service which consists of a dry cleaning, carpet cleaning, curtain cleaning, household item, shoe cleaning, and etc. The company is run by five people, the General Manager, the Marketing Manager, the Administration Manager, the Operation Manager, and the Financial Manager with a capital around RM450,000 in the beginning. We want to be a problem solution for consumers as a newly built company, which is why we aim to offer a superb service to our customers by trying our best to meet all the requirements we demand.

Before we begin the business, we have done a lot of research, analysis and survey to ensure that the service we provide can satisfy our target customers needs. On the other hand, we also keep an eye on our competitors which are Wash House , WashVille and Pressto Asia to compete healthily and help us to improve every single day. In order to compete with them, improvise and innovate the existing service is principally our objective which will help the business to be different from others. This also will assist the business to operate effectively and efficiently.

Casa de Laundry's target is to become the highest satisfaction for our customer. In addition, we offer a variety of services to the community. We are trying to help people to maintain hygiene and eco-friendly to preserve earth nature. We use the best quality of product to keep it eco-friendly and serve the best for our customer. We even created a website, (www.CasadeLaundry.com.my) to help our customers use our services less hassle. "Touch N Go" is the concept we apply to create easier procedures to use our services. Thus, we also provides pickup and delivery services , called *Casa de Laundry Samurai*.

As for *Casa de Laundry* we are trying to grow a community and notify our customers of our future plan so that we can keep in touch with our customers. However, with our high quality services, affordable price and consistency. So, we can go beyond it and meet the demands, needs and wishes of customers.