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TEKNOLOGI  
MARA

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**BACHELOR OF EDUCATION (HONS.)**  
**TEACHING ENGLISH AS A SECOND LANGUAGE**

**ENT530: PRINCIPLES OF ENTREPRENEURSHIP**  
**BUSINESS PLAN**

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## **1.0 EXECUTIVE SUMMARY**

TidyHub was established to provide a modern, professional laundry service located at 101-G, Eco Grandeur, Bandar Puncak Alam, 47000, Selangor. Our company is a service-oriented business that specializes in full-service laundry solutions, including washing, drying, ironing, and folding. "Less Chores, More Time" is the slogan of our company, reflecting our objective to help clients reclaim their time by handling their laundry needs with professional care. We identified that most people in urban areas struggle with busy schedules and prefer practical, hassle-free services that simplify their daily routines while ensuring their clothes are well cared for. As a result, we aim to provide a reliable alternative to traditional self-service laundromats.

Our business is strategically located in Eco Grandeur, Puncak Alam, because of the high concentration of young professionals, students, and working households in the area. This location allows us to easily access our target market of individuals aged 24 to 50 with moderate incomes who value hygiene and time-saving services. TidyHub operates as a partnership between 6 members, which are Nur Adlyn Nazurah Binti Noor Hairulrizal as the CEO, Nur Annis Maisarah Binti Yusmadi as the operation manager, Nurin Syazani binti Mohammad Shahray as the front desk manager, Mira Shakira Binti Sujani as the QC & inventory manager, Anis Syafiyah Binti Suhaimi as the marketing manager, and Nur Hazirah Binti Mohamad Zailan as the finance manager.

TidyHub provides high-quality laundry care by utilizing eco-friendly "Ecover" concentrated detergents that are safe for sensitive skin and babies. Our service stands out by offering a fragrance of choices, including Honeysuckle and Jasmine, Lavender and Sandalwood, or Lime and Lotus, ensuring a customized experience for every customer. To build brand loyalty and encourage sustainable practices, first-time customers receive a medium-sized reusable laundry bag. Furthermore, TidyHub integrates digital convenience by allowing customers to place orders, schedule pick-ups, and make cashless payments through online platforms and messaging applications.

Our business promotes its services through social media presence on Facebook and Instagram, the distribution of business cards, and online advertisements. Our web platform is

designed to allow customers to easily connect with our services and stay updated on the latest news. TidyHub is positioned to capture the growing demand for premium laundry solutions in an area currently dominated by self-service facilities. We estimate a market potential of approximately 50,000 customers in the Puncak Alam area, with a projected monthly market value of RM110400 We hope that our brand will become the preferred choice for laundry care in Selangor and eventually throughout the country.

## 2.0 COMPANY PROFILE

### 2.1 Details of Company Name and Logo



*Figure 2.1.1: Company Logo*

The name TidyHub was thoughtfully chosen to represent our identity as a central destination for cleanliness and garment care. By combining the word "Tidy," which reflects our high standards of neatness, with "Hub," we position our business as a reliable community center for professional laundry services. Our company aims to simplify the lives of our clients by offering an efficient alternative to the time-consuming nature of self-service facilities.

The TidyHub logo, as shown in Figure 2.1.111, was designed with a fresh and modern aesthetic to mirror our core values of hygiene and convenience. The primary visual element is a bubble-like green shape, which evokes a sense of cleanliness and bubbles while highlighting our commitment to eco-friendly operations. We utilize green as our primary brand color to symbolize the safe and sustainable "Ecover" concentrated detergents used in our process, which are specifically chosen to be gentle on sensitive skin and babies. The logo also features the tagline "Less Chores, More Time," which serves as our promise to young professionals and working families that we will handle the labor of laundry so they can focus on what matters most. Through this professional identity, TidyHub seeks to establish strong brand loyalty and become a trusted name in the Puncak Alam service industry.

## 2.2 Company Background

Company Name	TidyHub
Business Address	101-G, Eco Grandeur, Bandar Puncak Alam 47000, Selangor.
Telephone Number	+60 12-345 6789
Fax Number	+60 3-8765 4321
Email	TidyHubPalam@gmail.com
Form of Business	Partnership
Main Activity	Full-service laundry (washing, drying, ironing, and folding) with professional fabric care
Date of Commencement	13th May 2024
Registration Number	2024603999999
Date of Registration	15th April 2024
Name of Bank	Maybank
Bank Account Number	514098765432

### **3.0 INDUSTRY ANALYSIS**

Industry analysis is a market assessment tool used by businesses and analysts to understand the competitive dynamics of an industry (Team, 2024). This is important as it helps businesses acquire a clear comprehension of the competitive landscape, identify strengths, weaknesses, opportunities, and threats (SWOT), and anticipate changes in the market. By doing industry analysis, businesses are able to make informed strategic decisions, develop competitive advantages, manage risks more effectively, and allocate resources efficiently, leading to improved performance and long-term sustainability.

#### **3.1 Overall Nature of the Industry**

TidyHub operates within the Service Industry specifically falling under the Personal and Laundry Services subsector. In other words, our business provides laundry services which includes washing, drying, folding and ironing a variety of clothing and textiles. Laundry services are increasingly driven by demand for time-efficiency and convenience for those who have busy schedules and long working hours, making laundry the last thing in their mind. As a result, TidyHub caters to those who do not have time for their laundry by providing a full-service laundry option. TidyHub is a practical alternative to the regular self-service laundromat, promoting the service as a time-efficient and hassle-free support service rather than just a basic utility. Our business includes pickup and delivery options for customers so they can get fresh-washed laundry delivered right on their doorstep after a long day.

Other than that, TidyHub is strategically located in a developing urban area like Eco Grandeur, Puncak Alam, Selangor. The population in the area will significantly grow as housing plans, neighborhood developments and shopping lots continue to develop over time, expanding the customer base for convenient laundry services to all. As our target customers are working adults and family households, TidyHub will be able to offer personalized and attentive care to each laundry order so customers are given only high-quality laundry service. To add on, an affordable and flexible price range according to the weight of the laundry will encourage repeat orders and regular customers, amplified by a free medium-sized laundry bag on every customer's first order.

As previously mentioned, TidyHub is located in a strategic urban area that contributes to our growing customer market. In terms of sales forecast, TidyHub is predicted to earn RM 287,292 in revenue the first 8 months of launching the business. This equals to earning RM 35,911 on average in monthly revenue. Then, in the next year of 2025, TidyHub will approximately earn RM 964,102 in revenue. This corresponds to earning RM 80,341 on average in monthly revenue. Lastly, after the business operates for more than 2 years, TidyHub is expected to earn RM 1,207,538 in revenue. This amounts to RM 100,628 on average in monthly revenue. Thus, our business will slowly but surely grow as our service operation continues to develop into a bigger scale business over time.

### **3.2 Environmental and Business Trends**

#### Economic Trend

Our business will put focus on economic trends of the time. This is due to the fact that the state of the economy directly affects consumer's inclination towards spending on a full-service laundry, as it is perceived as a costly but convenience-based service. As Eco-Grandeur continues to develop, the living cost will rise and customers may become more price conscious. This leads to customers pull-back from using laundry services like our business. However, TidyHub ensures that even during hard economic times our price stays affordable especially for busy working individuals and family-households in the area. Furthermore, the business will make sure that even if the service is cheaper compared to others, our service quality will be worth every cent. TidyHub guarantees value-for-money services in order to satisfy customer's laundry needs even during difficult times. As a result of this, this will not only support customer's needs but also contribute to the business's sustainability.

#### Social Trend

Next, TidyHub also concentrates on social trends as the overall society continues to modernize. Currently more people are living fast-paced lifestyles, opting for dual-income households, and increased interest in personal hygiene. Consequently, this becomes a golden opportunity for laundry focused businesses like TidyHub as this type of social trend increases the demands for full-service laundry services. Outsourcing household chores especially

laundry eases the workload by tenfolds as it cuts down time and effort on behalf of the customers. This is primarily helpful to working professionals, families and even students. To add on, there is an increase in terms of social trends towards environmental sustainability. There is a growing awareness of environmental responsibility and the steps we, as a society, can take to make the earth a better world to live in for generations to come. By actively promoting TidyHub as a sustainably conscious business, we are able to encourage customers to choose a laundry business that uses eco-friendly detergents and responsible waste management.

### Technological Trend

Moving on to the next trend is technological trend as the advancements in technology has significantly transformed full-service laundry operations as a whole. This is due to the improvement in efficiency and customer convenience. TidyHub uses high-efficiency washing machines to ensure the swift completion of a customer's order. Moreover, the utmost priority is given in working our way in a customer's busy and packed schedule. The next technological trend is the rise of online booking in casual businesses. In TidyHub, Whatsapp is utilized for customer communication and taking orders from customers as it grows to be common in the business world. Additionally, the business provides better service quality through faster turnaround times and order tracking. For the convenience of the customers, TidyHub has also updated their payment process with accepting online transactions such as e-wallet and QR. This is so customers have a variety and flexible way of paying for our service. We are also able to digitalize our marketing by observing technological trends which in turn helps TidyHub reel in customers online as well as remain competitive in the modern service environment.

### Seasonal Trend

As TidyHub is located in Malaysia, it is important to take note of the seasonal trends. This is due to the fact that seasonal trends have a big influence on the demands of a full-service laundry. Drying clothes increases laundry volumes as it becomes especially difficult when rainy seasons hit or more commonly known as the Monsoon Season which falls from late May to September, and from November to March. We also cannot forget the festive seasons in Malaysia with its multicultural background and school terms where students are about to start their week of classes. All three seasonal trends lead to higher

demand for a full-service laundry specifically from working professionals, families and even students. TidyHub takes this all into consideration and makes sure their operating system is not impacted in order to ensure quick completions of customer laundries during those hectic times. Although, business might also slow down during school holiday and dry seasons in Malaysia. As a result of recognizing these seasonal trends, TidyHub is able to plan staffing, promotions and overall capacity management more accurately to ensure effectiveness throughout everything.

## 4.0 PRODUCT/SERVICE DESCRIPTION

### 4.1 Service Description

Price	Services	Descriptions
RM 5	Washing and drying	Small basket or 5KG
RM 10	Washing and drying	Medium basket or 10KG
RM 15-25	Washing and drying	Large Basket or Ikea Bag (M) or 15-25KG
RM 25-30	Washing and drying	Extra Large Basket or Ikea Bag (XL) or 25-30KG
RM 5	Ironing/Folding	Additional RM 5/KG for this service.
RM 5	Pickup/Delivery	Available only around Puncak Alam area.

Table 4.1.1 Details of the service

Price	Services	Descriptions
RM 5	Washing and drying	Small basket or 5KG 
RM 10	Washing and drying	Medium basket or 10KG 
RM 15-25	Washing and drying	Large Basket or Ikea Bag (M) or 15-25KG  
RM 25-30	Washing and drying	Extra Large Basket or Ikea Bag (XL) or 25-30KG  
RM 5	Ironing/Folding	Additional RM 5/KG for this service.

Figure 4.1.2 Business poster

## **4.2 Business Opportunity**

TidyHub is well-positioned in today's market as a reliable and modern laundry service that caters to the fast-paced lifestyles of urban consumers. By offering convenient solutions such as pickup and delivery, professional fabric care, and consistent service quality, TidyHub stands out from traditional neighbourhood laundries. Its focus on cleanliness, efficiency, and garment care appeals to customers who value hygiene and time-saving services. TidyHub primarily targets young professionals and working families aged 24 to 50 with moderate incomes—individuals who juggle busy schedules and prefer practical, hassle-free services that simplify their daily routines while ensuring their clothes are well cared for.

Additionally, TidyHub is located in Eco Grandeur, Puncak Alam. All of the laundry services near Puncak Alam are self-service, leaving TidyHub with no current competitors as of right now. TidyHub is strategically located in an area with a high concentration of young professionals and working households, making it ideal for a laundry service that prioritises convenience and efficiency. Its location allows the business to serve customers who have limited time or facilities to manage laundry on their own. TidyHub also plans to expand its services through online platforms and messaging applications, enabling customers to place orders, schedule pick-ups, and make cashless payments easily. By offering reliable full-service laundry in an area dominated by self-service laundromats, TidyHub faces relatively limited direct competition in terms of convenience-based services. Supported by a customer-focused approach, consistent service quality, and effective use of digital channels, TidyHub is well-positioned to capture growing demand for hassle-free laundry solutions.

## **4.3 Value Proposition**

TidyHub stands out from other laundry services by using eco-friendly detergents that are gentle on fabrics while being safe for sensitive skin and babies. This value proposition appeals to health-conscious customers and families who are concerned about skin irritation, allergies, and the long-term effects of harsh chemicals. Especially now when consumers are more educated on the harmful effects of harsh chemicals. By prioritising environmentally friendly and skin-safe cleaning products, TidyHub positions itself as a responsible and trustworthy laundry service that cares about both customer well-being and environmental sustainability.

Furthermore, TidyHub also has a fragrance selection menu that allows customers to personalise their laundry experience by choosing their own scents such as honeysuckle and jasmine, lavender and sandalwood or lime and lotus. Customers can also opt for fragrance-free options if they have a really sensitive skin or simply prefer their laundry without any added scent. Having control over scent makes the service feel more personal and thoughtful, creating a more enjoyable and slightly premium experience. It also helps TidyHub stand out from competitors that offer little to no customisation. Since scents can affect mood and comfort, this option appeals to customers who appreciate small details and want their everyday laundry to feel a little more pleasant and tailored to their preferences.

TidyHub also operates 24 hours a day and 6 days per week to suit customers with different routines and lifestyles. This is especially helpful for working adults, and night shift workers such as healthcare staff, security personnel, and service workers who often finish work late and may not have the time or energy to do laundry during normal business hours. Having access to a laundry service at any time removes the stress of rushing or adjusting schedules just to wash clothes. With the added convenience of laundry pickup and delivery services, customers can manage their laundry without leaving their homes, reducing stress and saving time. This flexibility allows customers to focus on rest, work, and personal commitments while still ensuring their laundry needs are met efficiently.

Lastly, to make the experience more meaningful and long-lasting to customers, TidyHub rewards first-time customers with a complimentary medium-sized reusable laundry bag as a simple but meaningful way to encourage repeat use and build brand loyalty. The bag is practical for everyday laundry and serves as a constant reminder of the brand whenever customers use it. With a clean, attractive design, it adds value beyond just packaging. Customers can also purchase the bags in medium and large sizes, making them useful long-term while supporting sustainability by reducing single-use plastic and helping customers feel more connected to the brand.



*4.3 Reusable laundry bag for first-time customers*

#### **4.4 Market Potential**

TidyHub is a suitable service for young workers, students and double-income households living in urban areas because these groups often have busy and demanding daily routines. With long working hours, commuting, and other responsibilities, doing laundry can feel exhausting and is often pushed aside. TidyHub helps solve this problem by offering professional laundry services with pickup and delivery, allowing customers to manage their laundry without leaving home. The 24-hour service also provides flexibility, especially for those with irregular schedules. By reducing the time and effort spent on laundry, TidyHub allows customers to focus more on work, rest, and personal time, making daily life more manageable and less stressful.

TidyHub is located in Puncak Alam, Selangor with the population of 50,000 in 2024, and while precise official numbers for 2026 are not available, townships like Puncak Alam generally continue growing, driven by housing developments, new infrastructure, and people moving in from nearby cities. Out of the estimated urban population, it is reasonable to assume that about 50% to 60% of the population may be interested in convenient laundry solutions, around **25,000-30,000 potential customers**. If the average laundry service costs around **RM20 per order**, the **estimated market value** could reach **RM 74,880**. This shows strong business potential, especially among working adults who prioritise convenience, time-saving services, and reliable laundry care. With added features such as pickup and delivery and 24-hour service, TidyHub is well positioned to meet consistent demand in this market.

TidyHub has strong potential to expand its service areas beyond Puncak Alam within approximately a one-hour travel radius, such as Shah Alam and other nearby urban areas in Selangor. As Puncak Alam is well connected to surrounding parts of Selangor, TidyHub can gradually extend its pickup and delivery services to serve a wider customer base without immediate heavy investment. This allows the business to test demand in new areas while keeping operational costs manageable. In the long term, the business can also expand by opening additional physical outlets in high-demand areas, allowing operations to be more efficient and closer to customers. This expansion strategy enables TidyHub to grow steadily and meet increasing demand while maintaining service quality and operational control.

#### **4.5 Existing Competitors**

Competition in the business world is unavoidable. Customers will naturally compare multiples services and choose the best one for them with so many options available. Therefore, businesses must find ways to stand out from their competitors. In the laundry business, competition often comes from self-service laundromats and well-known laundry service. Understanding how these competitors operate helps TidyHub find gaps to fill in the market.

TidyHub's main competitor is the 24-hour self-service laundromat, which is widely available and popular among students and budget-conscious customers. For example, in Pusat Perdagangan Hillpark, Puncak Alam, there are QQ Dobby, LaundryLab Self Service Laundry and LaundryBar Self Service Laundry. These laundromats offer basic washing and drying facilities at relatively low prices and provide flexibility in terms of operating hours. However, customers are required to manage the entire laundry process themselves, including washing, drying, folding, and waiting on-site. While self-service laundromats are convenient in terms of accessibility, they may be less suitable for individuals with busy schedules who prefer a more time-efficient and hassle-free solution. This creates an opportunity for TidyHub to differentiate itself by offering full-service laundry with professional handling and greater convenience.

Another competitor that exists is Dobi Kita 2 that is located in Pusat Perdagangan Hillpark, Puncak Alam. Dobi Kita 2 is also offering delivery laundry service, but they do not use eco-friendly detergent and are operating at normal working hours which are 9 to 5. This puts TidyHub at an advantage as we are on the same price range but with more benefits like eco-friendly detergent, 24 hours operation and free laundry bag for first time customers.

## 5.0 MARKET ANALYSIS AND STRATEGY

### 5.1 Marketing Objectives

- Increase the average monthly service frequency per customer from 2.5 visits to 3.0 visits within the next quarter.
- Achieve 1000 followers on Instagram within 3 months to increase brand visibility
- Extend delivery coverage to two additional neighbourhoods every 6 months

#### 5.1.1 Target Market

We have determined the key customer group based on geographic, demographic, psychographic, and behavioral criteria in order to better understand our target audience of TidyHub. Businesses can develop greater focus and pertinent marketing efforts by segmenting their clientele, and knowing why this is important is where the true magic is found (Shahid, 2025).

Types of target market	Shared group characteristics
Geographic	TidyHub makes use of Puncak Alam's distinctive "hub-and-spoke" layout, where businesses prosper by placing themselves within three kilometers of major residential developments like Eco Grandeur and Alam Suria as well as high-traffic anchor points like the UiTM Puncak Alam campus. TidyHub can adapt its service model to local infrastructure constraints by segmenting the market into distinct geographic clusters, such as the labor-intensive Alam Jaya Industrial Park, the high-density terrace housing for young families, workers and the student-heavy rental zones of Puncak Bestari. In an area where regional mobility is high but local convenience is crucial, this localized approach takes advantage of the fact that residents in these particular regions frequently face limited

	<p>drying space in smaller property footprints or high-occupancy rentals, making proximity the primary driver for customer acquisition.</p>
<p>Demographic</p>	<p>Puncak Alam's distinct "township identity," which combines a sizable student population from UiTM with an increasing number of young M40 families and industrial workers, is the main factor driving market segmentation for Tidyhub. TidyHub can customize its services to address particular pain points by examining demographics like age and household size. For example, young families frequently look for premium "wash-and-fold" or delivery services to reclaim their limited weekend time, while students represent a high-frequency sector that prioritizes price and self-service quickness. This shows that TidyHub can strategically place itself at Eco Grandeur by effectively segmenting this market.</p>
<p>Psychological</p>	<p>A Puncak Alam washing business's psychological segmentation focuses on the "mental load" and "lifestyle aspiration" of its various clientele. For students, Tidyhub can become a tool for academic focus and self-care, the service serves as a stress-relieving mechanism for the student population, reducing the worry of "pile-up" during exam periods. For families, TidyHub serves as a desire for "time-affluence" as the psychological trigger. This showcases that TidyHub is about more than simply having clean clothes, it's about recovering weekends for family time and lessening the unseen household strain that causes burnout.</p>

Behavior	Behavioral segmentation for TidyHub concentrates on the frequency of use, advantages desired, and occasion-based triggers specific to the community. 24-hour self-service models with mobile payment integration are crucial for the tech-savvy lifestyles of students, whose behavior is driven by "habitual buying" and cost-conscious late-night usage. For example, in order to handle heavy household loads during the rainy season, young families exhibit "benefit-seeking" behavior by giving priority to time-saving "wash-and-fold" services or heavy-duty drying. TidyHub can successfully capture the diverse daily rhythms of Puncak Alam's expanding population by matching service hours, specialty stain-removal offerings, and loyalty programs with these particular interaction patterns.
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*Table 5.1.1 shows the marketing segmentation for TidyHub*

### 5.1.2 Market Size

The entire number of prospective customers or buyers in a specific market segment is known as the market size. The Puncak Alam population market size and the estimated number of users of TidyHub services are displayed in the table 5.1.2.1.

Population	
Population People	50000
Estimation Target Per Year	55% X 50000 = 27500

*Table 5.1.2.1 shows the population in Puncak Alam and Estimation Target Per Year for TidyHub*

No.	Items	Description	Estimate Sales Per Item	Total Estimated Per Month (6 days/week)
1.	Washing and drying	Small basket or 5KG	RM5 X 10 X 6 = RM300	RM7200
2.	Washing and drying	Medium basket or 10KG	RM10 X 10 X 6 = RM600	RM14400
3.	Washing and drying	Large Basket or Ikea Bag (M) or 15-25KG	RM20 X 10 X 6 = RM1200	RM28800
4.	Washing and drying	Extra Large Basket or Ikea Bag (XL) or 25-30KG	RM27.50 X 10 X 6 = RM1650	RM39600
5.	Ironing/Folding	Additional RM 5/KG for this service.	RM5 X 5 rounds X 10 kgs = 250	RM6000
6.	Pickup/Delivery	Available only around Puncak Alam area.	RM5 X 120 rounds = RM600	RM14400
TOTAL				RM110400

*Table 5.1.2.2 shows the estimate sales per month for TidyHub*

<b>Market Size</b>	
Total Market Size	RM110400
Total Sales Per Year	RM110400 X 12 months = RM1324800

*Table 5.1.2.3 shows the market size for TidyHub*

### 5.1.3 Market Share

The percentage of an industry's total sales that a specific company controls is known as its market share. It is typically given as a percentage and serves as a general indicator of a company's size in relation to its competitors and market. By analyzing competitor's market shares before and after TidyHub entered the market, it can give TidyHub the insightful information about possible risks and opportunities, allowing TidyHub to modify its own tactics to remain competitive in a market that is always changing.

<b>Market share before entry TidyHub</b>			
Competitors / Year	2024	2025	2026
QQ Dobby	21%	22%	23%
LaundryLab Self Service Laundry	19%	20%	21%
LaundryBar Self Service Laundry.	22%	23%	24%
Dobi Kita 2	23%	21%	22%
Others	15%	14%	10%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Table 5.1.3.1 shows the Market share before entry TidyHub*

<b>Market share after entry TidyHub</b>			
<b>Competitors / Year</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
TidyHub	10%	15%	20%
QQ Dobby	19%	18%	17%
LaundryLab Self Service Laundry	18%	17%	17%
LaundryBar Self Service Laundry	20%	19%	16%
Dobi Kita 2	20%	20%	18%
Others	13%	11%	12%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Table 5.1.3.2 shows the Market share after entry TidyHub*

<b>TidyHub market share</b>				
<b>Year</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
Market share (%)	0	10	15	20
Amount of shares (RM)	0	112320	168480	224640

*Table 5.1.3.3 shows the summary of market share for TidyHu*

### Market share before entry TidyHub

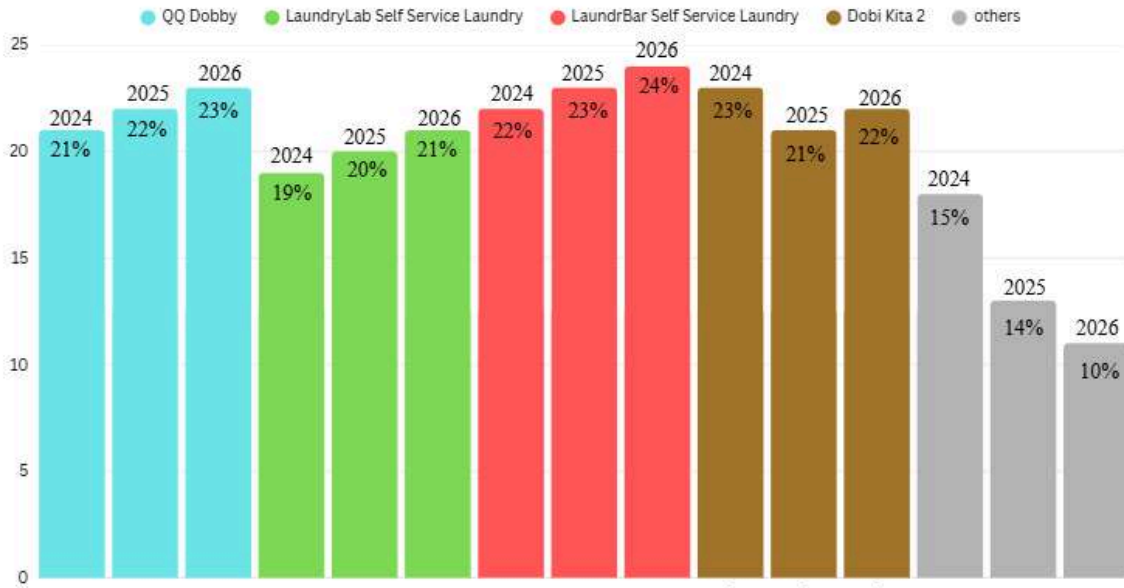


Figure 5.1.3.4

### Market share after entry TidyHub

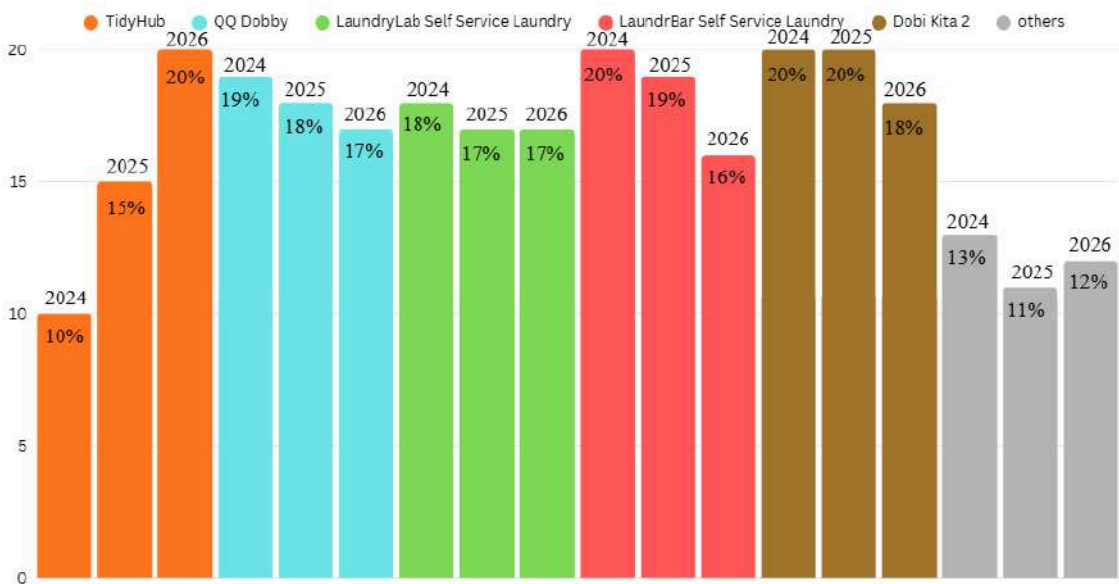


Figure 5.1.3.5

#### 5.1.4 Sales Forecast

Month / year	Sales Forecast (RM)		
	2024	2025	2026
January	0	61547.42	91946.87
February	0	55392.68	82752.18
March	0	72010.49	91027.4
April	0	64809.44	81924.66
May	9360	71290.38	90117.13
June	10553.4	57745.21	81105.41
July	21106.8	69294.25	87593.85
August	44324.28	53153.1	96353.23
September	48756.71	64837.79	105988.55
October	53632.38	67354.01	116587.41
November	48269.14	80824.81	128246.15
December	51289.52	72742.33	153895.38
<b>TOTAL (RM)</b>	<b>287292.23</b>	<b>791001.91</b>	<b>1207538.22</b>

*Table 5.1.4.1 shows sales forecast of TidyHub*

Year	Percentage increase (%)	Sales Forecast (RM)
2024	-	287292.23
2025	$\frac{(791001.91 - 287292.23)}{287292.23} \times 100$ $= 175$	791001.91
2026	$\frac{(1207538.22 - 791001.91)}{791001.91} \times 100$ $= 52$	1207538.22

*Table 5.1.4.2 shows percentage increase and sales forecast of TidyHub*

## 5.2 Competitor Analysis

### 5.2.1 Identifying the competitors

No.	Competitors	Strengths	Weaknesses
1.	<b>QQ Dobby</b>	<ul style="list-style-type: none"> <li>- Flexible operation hours (24 hours)</li> <li>- The price is affordable.</li> <li>- Strategic location in Puncak Alam area</li> <li>- Clean surroundings.</li> </ul>	<ul style="list-style-type: none"> <li>- Customers complain of frequent dryer malfunction so they are unable to dry their clothes.</li> <li>- No contact number provided when a machine malfunctions.</li> <li>- No monthly maintenance causing inconvenience for customers.</li> </ul>
2.	<b>LaundryLab Self Service</b>	<ul style="list-style-type: none"> <li>- Strategically located with many parking spots available and restaurants nearby.</li> <li>- Clean and welcoming surrounding</li> <li>- Provides free detergent softener and sanitizer for customers usage</li> <li>- Cashless payment is available for the convenience of customers.</li> <li>- Flexible operation hours (24 hours)</li> </ul>	<ul style="list-style-type: none"> <li>- No contact number provided when machine malfunctions.</li> </ul>

3.	<b>LaundryBar Self Service Laundry</b>	<ul style="list-style-type: none"> <li>- New laundromat with new machines.</li> <li>- Provides washer and dryer in one machine so customers do not need to move clothes from one place to another.</li> <li>- Clean and fresh surroundings.</li> <li>- The price is affordable.</li> </ul>	<ul style="list-style-type: none"> <li>- Difficulty in changing tokens for machine use.</li> <li>- Frequent complaints of cashless payment being down.</li> <li>- Customer service is very poor, calls and texts are unanswered.</li> <li>- Machines often malfunction and are not serviced in a long period of time.</li> </ul>
4.	<b>Dobi Kita 2</b>	<ul style="list-style-type: none"> <li>- Clean and efficient system.</li> <li>- A variety of garments and fabrics can be washed and dried.</li> <li>- Customer service is responsive and professional.</li> </ul>	<ul style="list-style-type: none"> <li>- Customers complain of information not tallying with the operational time provided.</li> </ul>

*Table 5.2.1 shows competitor analysis of TidyHub*

### 5.2.2 SWOT Analysis

	<b>Threats</b>	<b>Opportunities</b>
<b>Strength</b>	<p><b>Strength-Opportunity</b></p> <ul style="list-style-type: none"> <li>- Affordable pricing that appeals to everyone in the market to provide good value for money.</li> <li>- Promote the good quality and efficient system used for the service.</li> <li>- Use promotional activities to promote the variety of services and prices offered.</li> </ul>	<p><b>Strength-Threats Strategy</b></p> <ul style="list-style-type: none"> <li>- Highlight service uniqueness to stand out from competitors.</li> <li>- Emphasize on authenticity and reliability to build customer loyalty.</li> <li>- Differentiate from competitors by offering full-service laundry service at an affordable price.</li> <li>- Build customer loyalty through providing excellent customer service.</li> </ul>
<b>Weakness</b>	<p><b>Weakness-Opportunity</b></p> <ul style="list-style-type: none"> <li>- Partner with local detergent and softener suppliers to create stable supply agreements, ensuring consistent service quality.</li> <li>- Use online marketplaces to expand reach and address small-scale.</li> </ul>	<p><b>Weakness-Threats Strategy</b></p> <ul style="list-style-type: none"> <li>- Gradually invest in scaling up equipment capacity to avoid losing customers during high demand seasons/</li> <li>- Introduce more varieties of eco-friendly detergents and softeners.</li> <li>- Conduct frequent maintenance on equipment used to ensure smooth process of completing customer's orders.</li> </ul>

## 5.3 Marketing Strategy

### 5.3.1 Service

TidyHub's full-service laundry business provides an easy to understand and convenient solution to a customer's laundry problems during busy schedules. It goes beyond typical laundry services which includes washing, drying, folding and an optional ironing service, all conducted with professional care and meticulous attention to detail by our staff. Furthermore, TidyHub's service is distinct because it focuses on fabric protection, reliability, high-standard hygiene as well environmental awareness, ensuring that a variety of garments and materials are washed using appropriate methods and eco-friendly detergents accordingly. As a result, we are able to increase customer satisfaction and service quality significantly when the business is able to provide fast turnaround time and consistent service quality in a neatly packed laundry bag. Thus, prioritising customer satisfaction and convenience, TidyHub is able to accommodate the needs of busy customers such as working professionals, families and students who idealize time-saving solutions in everyday life.

### 5.3.2 Price

Price	Services	Descriptions
RM 5	Washing and drying	Small basket or 5KG
RM 10	Washing and drying	Medium basket or 10KG
RM 15-25	Washing and drying	Large Basket or Ikea Bag (M) or 15-25KG
RM 25-30	Washing and drying	Extra Large Basket or Ikea Bag (XL) or 25-30KG
RM 5	Ironing/Folding	Additional RM 5/KG for this service.
RM 5	Pickup/Delivery	Available only around the Puncak Alam area.

*Table 5.3.2 details of the service*

As seen in the table above, TidyHub offers reasonable and flexible prices to bring in a variety of customers who have different needs and funds. However, our main market is busy professionals and family households. Our pricing strategy is unique as we determine it based on service options that we provide. According to the table, the service options we provide are weight-based pricing, express services, per-load chargers and monthly or bulk packages. Additionally, TidyHub offers special promotions to families, students and regulars to build loyalty and get repeat customers. Not only that, we offer promotions during school terms and festive occasions where we give out discounts if the weight is more than what is detailed in the services we provide. The inclusive pricing approach grants customers a choice in choosing the best match according to their laundry volume and urgency. Hence, this will maintain the business's perceived value.

### **5.3.3 Promotion**

In terms of promotions, TidyHub incorporates both traditional and digital marketing channels in promotional activities. Promotional activities are meant to boost brand awareness and bring in a wide range of customers. For traditional channels, we focus on distributing flyers and posters around the Eco Grandeur area such as residential areas, hostels, apartments and local shops. Conversely, for digital marketing we utilize community notice boards and neighbourhood WhatsApp channels to reach a broader customer base. This is also so potential customers are aware of our business and the services we provide. Additionally, it will foster prior knowledge of our business. TidyHub also keeps up an active social media presence to update on current services provided, promotions available, and customer's honest reviews to establish credibility and trust among customers. To add on, the business encourages word-of-mouth promotion since satisfied customers are most likely to recommend the laundry service to friends and families who may share the same problem. To achieve this, TidyHub will need to provide outstanding service quality and offer referral incentives to customers who participate in word-of-mouth promotion, encouraging loyal customers to draw customers.

#### **5.3.4 Place**

TidyHub's operational outlet is strategically located in the Eco Grandeur, Puncak Alam area of Selangor. This is due to the convenient and reachable area that is not only nearby to residential communities but also local shops especially restaurants and gyms. This helps TidyHub conduct the business delivery service in ease and ensure smooth drop-off and pick-up for customers. We make sure to set a clear signage so that customers can locate the shop easier and enhance outlet visibility in real life. As previously mentioned, we offer pick-up and delivery services to further improve TidyHub's accessibility and inclusivity for customers who are unable to send their laundry themselves. The combination of a physical location and long service reach allows the business to serve a wider market while meeting customer's expectations for convenience and reliability.

## 5.4 Sales Tactic

Referral and loyalty programs are the first step that TidyHub can do to boost sales. The goal of the referral and loyalty program, also known as word-of-mouth marketing, is to reward customers who spread the word about the organization to their friends and family. TidyHub may utilize this strategy by urging clients to tell their friends and family about TidyHub's business link and services. Customers that do this can receive referral rewards from TidyHub, including cashback, discounts, a complimentary month's subscription, and more. Redbus, an online bus ticketing platform, for instance, uses this strategy to entice users to make purchases via their platform. Cashback is used by Redbus as a marketing technique to reward new customers who sign up, promote repeat reservations, and increase the use of particular payment options or partners. Redbus referred to it on their platform as "offer cash," which would show up in the user's Redbus wallet and let them to utilize it to lower the cost of their reservation. By using this strategy, TidyHub may encourage customers to share their positive experiences with their network in addition to raising brand recognition, existing customer loyalty, and customer appreciation.

Second, TidyHub can increase sales by utilizing digital sales strategies. A digital selling strategy is an all-encompassing approach that makes use of digital technologies, platforms, and data to establish connections with prospective customers, foster relationships, and increase sales. Online channels including websites, WhatsApp, and other social media are utilized to implement digital sales methods. Reengaging clients via message is one way that TidyHub can use to boost sales. TidyHub can use this method to the customers who have not tried TidyHub's service in the previous 14 days TidyHub can deliver messages such as "Hello, we haven't heard from you in a long time. We hope all is well with you. In any way, remember to use this 10% off to help with this week's load." Customers would be readily persuaded to use the business's services if they received a message with offers. This is due to the fact that this messaging fosters a more intimate rather than merely transactional relationship between clients and TidyHub. Customers frequently experience an unconscious desire to return the favor by doing business with TidyHub when the company demonstrates concern for them.

Thirdly, TidyHub can boost purchases by utilizing "happy hour." A certain, constrained period of time, typically in the late afternoon or late evening, is known as happy

hour. Due to the fact that most customers have their own schedules of working, studying, and spending time with family and friends, business frequently does not receive as much during this time as it does at other times. McDonald's is one businesses that uses this strategy; it is known as McDelivery Crazy Hour on their website and McDelivery app. One of the promotions is their famous fried chicken, which is five pieces of Ayam Goreng McD at a special discounted price. Because consumers could receive a discount, McDonald's devoted consumers would be enticed to purchase their goods during "happy hour." Thus, TidyHub may boost revenue and guarantee client pleasure by implementing the happy hour strategy.

## 5.5 Financial Plan for Marketing

### 5.5.1 Marketing budget

Category	Budget (RM)	Period	Purpose
Signboard and banner	300	Yearly	To establish a unique identity in order to boost the tidyHub's visibility and attract clients
Advertisement for opening	500	Monthly	To increase awareness and draw both clients, publicize the grand opening event.
Social media ads	500	Monthly	To use social media sites like Instagram and Tik Tok to reach a wider audience.
Referral and loyalty rewards	200	Monthly	To promote recurring business, increase client loyalty, and attract new clients.

### 5.5.2 Marketing capital

Category	Monthly budget	Period	Purpose
Advertising on social media	300	Monthly	to attract clients and better advertise TidyHub's services on social media.
Digital and technical	200	Monthly	To interact with clients using online platforms such as WhatsApp, Instagram, and Facebook.

*Table 5.5.2 shows Marketing Capital of TidyHub*

## **6.0 OPERATION**

### **6.1 Development**

#### **6.1.1 Research & Development**

Our **research and development (R&D) activities of TidyHub** focus on improving service quality, operational efficiency and customer satisfaction. We observed customer needs and preferences especially among students and working individuals to identify common laundry concerns such as turnaround time, fabric care and skin sensitivity issues. As part of service quality improvement, we tested and evaluated different types of detergents, including detergents that are suitable for the whole family, especially for babies and individuals with sensitive skin. We explored the use of eco-friendly and hypoallergenic detergents to increase customer awareness of health and environmental concerns. These detergents were assessed based on cleaning effectiveness, fabric safety, skin-friendliness and cost efficiency to ensure they meet both hygiene and health standards. In addition, various washing methods and temperature settings were tested to achieve optimal cleaning results while minimising fabric damage and skin irritation. Service innovation involved trialling value-added services such as pickup and delivery, express laundry service. Customer feedback will be collected regularly to evaluate the suitability and relevancy of these services as well as refining pricing strategies. Through continuous research and development, the laundry service aims to provide a safe, reliable and customer-oriented service while supporting long-term business sustainability.

#### **6.1.2 Source of Equipment**

TidyHub service acquires all equipment from trusted and reputable suppliers to ensure the highest standards of quality, efficiency and reliability in daily operations. The main equipment, consisting of six commercial washing machines and six commercial dryers with a capacity of up to 20 kg per load as well as ironing tools purchased from **Senheng Electronics Sdn. Bhd.** These machines are chosen to accommodate both family-sized laundry and delicate fabrics to provide consistent performance and excellent results. Supporting equipment including laundry carts, folding tables, shelving, racks and weighing scales sourced from professional laundry equipment suppliers and industrial retailers to guarantee durability and practicality. Operational tools such as tags, labels and receipt book obtained

from reliable packaging, office supply and technology vendors to ensure smooth workflow and accurate record-keeping. All of these equipment are carefully selected based on quality and suitability as the laundry service aims to maintain operational efficiency, deliver high-quality results and provide a satisfying experience for all customers.

### **6.1.3 Process Workflow**

TidyHub's process begins with customer drop-off. Customers can choose whether they want us to pick up the clothes or they drop them off at our service center. During this process, customers' clothes are received, recorded and weighed for pricing. Any special instructions, such as delicate handling or baby clothes are noted for proper care. Once received, the laundry will be sorted according to color, fabric type and washing requirements. White clothes will be separated from other colors to prevent damage or color transfer.

In the next stage of the laundry process, the clothes are carefully cleaned using commercial washing machines capable of handling up to 20 kg per load, with each wash cycle lasting approximately 30 minutes. High-quality detergents and fabric softeners, specially formulated to be gentle on all skin types including sensitive skin and babies' skin are used so that every item is thoroughly cleaned while remaining safe and soft. Once the washing cycle is complete, the clothes are promptly transferred to commercial dryers which provide efficient and even drying. This step not only accelerates the drying process but also helps maintain the fabric's texture, color and overall quality. Thus, the item should be returned in the best possible condition.

After the drying process, the clothes will go through the ironing or finishing process using steam irons and ironing tables to remove wrinkles and achieve a polished look. Items are then folded or hung on racks as appropriate and each order undergoes a quality check so that there are no clothes that have been damaged and in a good condition. Once verified, the laundry is packaged and labeled, ready for customer pickup or delivery. Finally, the transaction is completed using a receipt book to keep accurate record-keeping and smooth customer service.

This structured workflow ensures that every garment is handled with care, processed efficiently and returned to the customer in spotless condition. These processes are to maintain high standards of service and satisfaction.

## 6.2 Production

### 6.2.1 Production Workflow

Services	Figures
Planned Production Rate Per Day	120 orders/day
Workers Production Time	24 hours
Workers Standard Production Time Per Unit	6 orders/hour

*Manpower Planning of TidyHub*

Office
Operating Hours = 24 Hours
Working Days = 6 Days/Week (Wednesday - Monday)

*Tidyhub's Working Operation*

Step	Process	Time (Per Unit)
1	Drop Off / Pick Up	1 - 30 Min
2	Service Sorting	0.5 Min
3	Sorting Clothes	1 Min
4	Washing	45 Min
5	Drying	30 Min
6	Ironing	60 Min
7	Folding	5 - 20 Min
8	Packaging	1 Min
9	Pick Up / Delivery	1 - 30 Min

*TidyHub's Service Workflow*

## 6.2.2 Daily Output

Output	Capacity
Output per hour	1 unit/hour 1 unit/hour x 6 machines = <b>6 units/hour</b>
Output per day	6 units x 24 hours = <b>144 units/day</b>
Output per month	144 units x 26 days = <b>3,744 units/month</b>
Output per year	3744 units x 12 months = <b>44,928 units/year</b>
Operation Cost	Overhead cost = <b>96,750</b>
Cost per unit	Total operation cost/unit = 96,750/8744 = <b>RM11.06</b>

*TidyHub's Output Capacity*

## 6.3 Facilities

### 6.3.1 Location

TidyHub will be established in Eco Grandeur, Puncak Alam as the location is considered strategic due to its growing residential population, particularly working adults with busy schedules. Most residents have limited time to manage household chores and it creates a strong demand for laundry services. To address this need, TidyHub will offer comprehensive laundry services accompanied by a 24-hour delivery option to provide greater convenience to customers. In addition, Eco Grandeur is a rapidly developing area where essential services such as laundry facilities are increasingly required. Moreover, the location is situated near Universiti Teknologi MARA (UiTM) Kampus Puncak Alam which hosts a large population of full-time students. These students represent a significant target market since they often seek affordable and reliable laundry services to accommodate their academic commitments.

Currently, there are limited laundry facilities serving the Eco Grandeur and Puncak Alam areas which result in long waiting times at existing laundry outlets. This situation presents a competitive advantage for TidyHub to operate in Eco Grandeur by offering a 24-hour service that eliminates waiting time. Customers only need to drop off their laundry, which will be managed from start to finish. Additionally, TidyHub also provides delivery services for customers who prefer added convenience, while those with budget considerations may opt for self-pickup.

### 6.3.2 Operation Layout

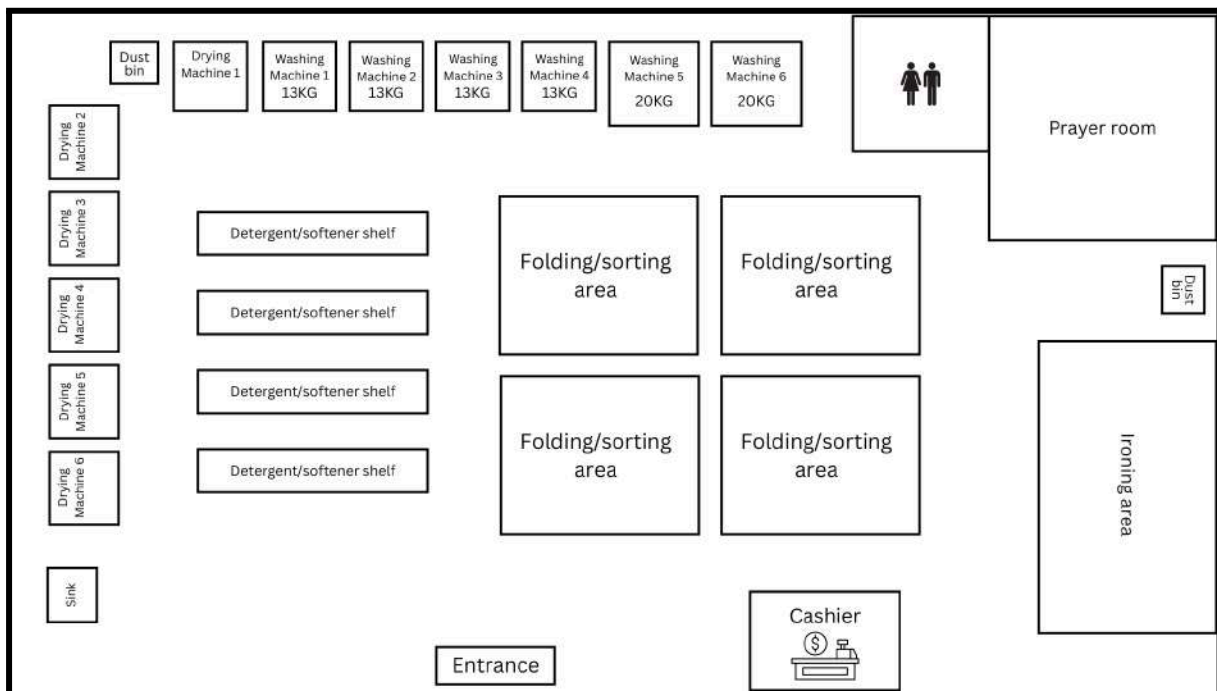


Figure 6.3.2 shows operational layout of TidyHub

The operational layout below demonstrates the systematic workflow of TidyHub which is designed to ensure efficiency, safety and effective use of the space. The laundry service operates within a shop lot measuring 2,051 square feet, a size that is considered suitable to support the daily operations of TidyHub while accommodating both customers and staff comfortably.

A total of six washing machines and six drying machines are installed within this 2,051 square feet premise to handle customer demand efficiently. The placement of these machines is carefully planned with proper ventilation and airflow taken into consideration to

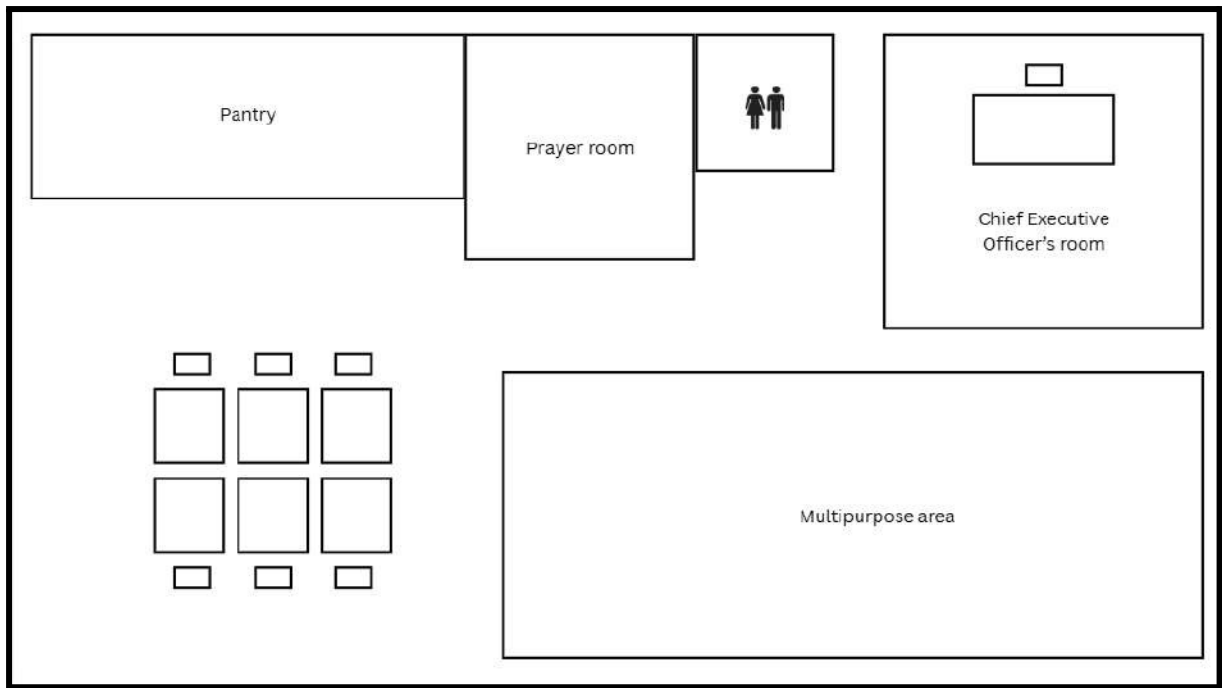
ensure a safe working environment. Adequate airing is essential to prevent potential hazards such as overheating, excessive humidity or mechanical risks that may arise from the continuous heat generated by drying machines. This layout also contributes to maintaining a comfortable temperature within the workspace, ensuring the well-being of staff and the protection of equipment.

In addition to the washing and drying areas, the available space is fully utilised by allocating designated sections for ironing, folding and sorting activities. These areas are strategically positioned to support a smooth workflow. Thus, laundry items move systematically from one process to another without cross-contamination between dirty and clean items. This arrangement improves operational efficiency while maintaining hygiene standards.

The layout also includes a dedicated prayer room and a washroom for staff, reflecting the company's commitment to employee welfare and comfort during working hours. Providing such facilities helps ensure that staff members can perform their duties in a supportive and respectful work environment.

To further enhance operational efficiency, detergent and fabric softener racks are positioned near the washing machines so that the staff can access cleaning materials easily and reduce unnecessary movement during operations. Additionally, two dustbins are placed within the laundry area to promote proper waste disposal and maintain cleanliness. A sink is installed near the washing and drying machines to support staff in handling laundry-related tasks, such as pre-treatment and general cleaning. This will contribute to improved hygiene practices.

The cashier counter is strategically located near the entrance of the shop to facilitate smooth customer interaction. This placement allows customers to easily drop off and collect their laundry while enabling staff to monitor incoming and outgoing items efficiently. Overall, the operational layout of TidyHub is designed to maximise space utilisation, ensure safety, enhance workflow efficiency and provide a convenient experience for both customers and staff.



The office space is designed with a practical and well-organised layout which supports both administrative work and employee’s comfort. It has a dedicated Chief Executive Officer’s room, individual desk for workers, a pantry for food and beverage preparation as well as a prayer room to accommodate Muslim employees. A multipurpose area occupies a large portion of the office as a space for staff to relax, take breaks or engage in informal activities. The layout includes designated workstations for staff, arranged neatly to promote efficient workflow and accessibility.

### 6.3.3 Operation Overhead

No.	Items	Cost yearly
1	Rental (9,000 x 12 months)	108,000
2	Utilities (3500 x 12 months)	42,000
3	Equipment maintenance	250
4	Business premise licenses	500
<b>Total</b>		<b>150,750</b>

*Table 6.3 shows Operation Overhead of TidyHub*

### 6.3.4 License, Permits and Regulations Required

No	License/Permits	Issuing Authority	Purpose	Estimated cost (RM)
1	Business Premise License	Majlis Perbandaran Kuala Selangor (MPKS)	To legalize the operation of TidyHub under the local authority (PBT)	RM500
2	Fire Safety Clearance	BOMBA	To ensure premises comply with fire safety regulations SSM	RM300-RM500

*Table 6.3.4 shows License, Permits and Regulations Required for TidyHub*

## 6.4 Staffing

### 6.4.1 Staffing Needs and Key Roles

Position	Main Duties	Quantity
Chief Executive Officer	<ul style="list-style-type: none"> <li>❖ Oversee the overall operation of the laundry service business.</li> <li>❖ Plan and manage daily business activities to ensure smooth operations.</li> <li>❖ Make important decisions related to pricing, services and improvements.</li> <li>❖ Ensure customer satisfaction and resolve any major issues or complaints.</li> <li>❖ Assist in daily operational activities.</li> </ul>	1

<p>Operation Manager</p>	<ul style="list-style-type: none"> <li>❖ Manage the laundry workflow, including washing, drying, ironing and folding.</li> <li>❖ Ensure all laundry processes follow proper procedures and timelines.</li> <li>❖ Monitor the use and maintenance of laundry machines and equipment.</li> <li>❖ Coordinate with other team members to ensure timely completion of orders.</li> <li>❖ Assist in daily operational activities.</li> </ul>	<p>1</p>
<p>Front Desk Manager</p>	<ul style="list-style-type: none"> <li>❖ Attend to customers by receiving and recording laundry orders.</li> <li>❖ Explain services, pricing and estimated completion time to customers.</li> <li>❖ Handle customer enquiries, feedback and complaints professionally.</li> <li>❖ Ensure accurate tagging and labeling of customers' laundry to avoid mix-ups.</li> <li>❖ Assist in daily operational activities.</li> </ul>	<p>1</p>

Finance Manager	<ul style="list-style-type: none"> <li>❖ Manage daily transactions, payments and sales records</li> <li>❖ Track business expenses and prepare simple financial reports.</li> <li>❖ Maintain proper documentation such as receipts and invoices.</li> <li>❖ Assist in budgeting and monitoring the financial performance of the business.</li> <li>❖ Handle cashiering duties and payment transactions</li> <li>❖ Assist in daily operational activities</li> </ul>	1
Quality Control & Inventory Manager	<ul style="list-style-type: none"> <li>❖ Inspect the cleanliness and quality of washed and ironed clothes.</li> <li>❖ Ensure laundry items are returned in good condition without damage or loss.</li> <li>❖ Monitor stock levels of detergents, softeners and other supplies.</li> <li>❖ Report any quality issues or shortages to the management team.</li> <li>❖ Assist in daily operational activities</li> </ul>	1

Marketing Manager	<ul style="list-style-type: none"> <li>❖ Plan and manage promotional activities to attract new customers.</li> <li>❖ Handle social media platforms and update promotional content regularly.</li> <li>❖ Design and distribute flyers or promotional materials.</li> <li>❖ Develop customer loyalty programmes and special offers.</li> <li>❖ Assist in daily operational activities</li> </ul>	1
Operational Crew	<ul style="list-style-type: none"> <li>❖ Handle the full laundry workflow including washing, drying, folding, ironing and delivery.</li> <li>❖ Ensure laundry orders are processed accurately and according to quality standards</li> <li>❖ Prepare, pack, and label completed orders for customer collection or delivery</li> <li>❖ Maintain cleanliness, hygiene, and safety in the work area</li> </ul>	3
TOTAL		9

*Table 6.4.1 shows Staffing Needs and Key Roles of TidyHub*

## 6.4.2 Employee Type and Sourcing

Position	Qualification	Employment Type	Sourcing Method
CEO	Bachelor	Full-Time	Founder
Operation Manager	Bachelor	Full-Time	Local job portals. Social media ads, experienced staff for SME industry
Front Desk Manager	Bachelor	Full-Time	Local job portals. Social media ads, experienced staff for SME industry
Quality Control & Inventory Manager	Bachelor	Full-Time	Local job portals. Social media ads, experienced staff for SME industry
Finance Manager	Bachelor	Full-Time	Local job portals. Social media ads, experienced staff for SME industry
Marketing Manager	Bachelor	Full-Time	Local job portals. Social media ads, experienced staff for SME industry
Operational Crew	SPM	Full-Time	Social media ads, walk-in interview

*Table 6.4.2 shows employee type and sourcing of TidyHub*

## 6.4.3 Training and Development

Training and development are essential to enhance productivity and ensure service quality. Therefore, all staff of TidyHub will be required to attend a 2-day induction and training. This training is compulsory to ensure that employees clearly understand their roles and responsibilities regarding hygiene and safety standards and operate laundry equipment correctly while working efficiently as a team. The training programme will cover laundry operations, machine handling, customer service and workplace safety procedures:

1. Laundry Process and Fabric Care
  - Sort laundry (white, coloured, delicate, heavy fabric)
  - Identify fabric types (cotton, denim, silk, wool, polyester)
  - Understand washing symbols on clothing labels
  - Choose correct:
    - Water temperature
    - Detergent type and amount
    - Wash cycle and drying time
  - Handle special items (bedsheets, comforters, hijabs, uniforms)
2. Machine Operation and Maintenance
  - Proper use of washing machines and dryers
  - Loading capacity (avoid overloading)
  - Basic troubleshooting (machine not spinning, water leakage)
  - Daily cleaning of lint filters and detergent trays
  - Simple preventive maintenance
3. Health, Safety and Hygiene Training
  - Safe handling of detergents and chemicals
  - Use of gloves and protective equipment
  - Electrical and water safety
  - Preventing slips and falls in wet areas
  - Hygiene standards when handling customers' clothes
4. Customer Service Training
  - Greeting customers politely and professionally
  - Receiving and tagging clothes correctly
  - Explaining prices, turnaround time and special care
  - Handling customer complaints calmly
  - Communicating delays or issues honestly
5. Quality Control and Standard Operating Procedures (SOP)
  - Follow step-by-step SOPs for each service (wash & fold, dry clean, express)
  - Check clothes for stains or damage before and after washing
  - Ensure clothes are clean, well-folded and properly packed
  - Double-check customer names and order details

### 6.5.1 Laundry Equipment

Item	Quantity	Estimated Cost (RM)	Lease or Purchase	Source
13KG washing machine	4	32,000	Purchase	Senheng
20KG washing machine	2	50,000	Purchase	Senheng
13KG drying machine	6	60,000	Purchase	Senheng
Steam Iron	2	700	Purchase	Senheng
CCTV	5	1,800	Purchase	Zashtech
<b>Total</b>		<b>144,500</b>		

*Table 6.5.1 shows laundry equipment for TidyHub*

### 6.5.2 Equipment

Item	Quantity	Estimated Cost (RM)	Lease or Purchase	Source
Laundry cart	6	720	Purchase	IKEA
Heavy duty ironing board	2	298	Purchase	IKEA
Clothes hanger	500	175	Purchase	GM Klang
Plastic garment covers	8,000	1200	Purchase	GM Klang
Dust bin	6	15	Purchase	Eco Shop
Plastic bag	12	30	Purchase	Eco Shop
Printer	1	300	Purchase	Canon
Computer	1	9,000	Purchase	Dell Official Store
POS System & Cash Drawer	1	1,000	Purchase	StoreHub
Office Desk	6	1,800	Purchase	IKEA
Small Admin Desk	1	250	Purchase	IKEA
Fire Extinguisher	1	150	Purchase	ACE Hardware

Chair	10	500	Purchase	IKEA
<b>Total</b>		<b>15,438</b>		

*Table 6.5.2 shows equipment for TidyHub*

### 6.5.3 Office Supplies

Item	Quantity (Unit)	Estimated Cost (RM)
Pen	20	30
Scissor	2	10
A4 Paper	10	120
File	10	20
Stapler	3	15
Ink Cartridge	3	50
Marker	10	30
<b>Total</b>		<b>275</b>

*Table 6.5.3 shows office supplies for TidyHub*

**Total Laundry Equipment: RM144,500**

**Total Office Equipment: RM15,713**

## 6.6 SUPPLIES

### 6.6.1 Supplier

Supply Type	Supplier	Location/Platform	Reason for Selection
Eco-friendly Detergent	Ecover	Puncak Alam	Eco-friendly and affordable

*Table 6.6.1 shows the supplier for TidyHub*

## 7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

### 7.1 Management Team

TidyHub operates as a private limited company registered with the Companies Commission of Malaysia (SSM). A operates as a separate legal entity, offering limited liability to shareholders and enabling structured management, business growth, and continuity. The company is managed by six individuals: Nur Adlyn Nazurah, Nur Annis Maisarah, Nurin Syazani, Mira Shakira, Nur Hazirah and Anis Syafiyah, each entrusted with specific managerial and operational responsibilities. This structure ensures clear division of roles, accountability and effective decision-making across all areas of the business, including operations, finance, customer service and strategic development. Through this organized management framework, TidyHub is able to enhance operational efficiency, maintain high service standards and support the long-term vision and expansion of the laundry service.



Table 7.1.1 shows management team of TidyHub

The laundry service business is supported by a structured management team to ensure efficient and well-organised operations. The **Chief Executive Officer**, Nur Adlyn Nazurah, is responsible for overseeing the overall performance of the business and making key managerial decisions. Daily laundry operations and workflow are managed by the **Operation Manager**, Nur Annis Maisarah, who ensures that all processes run smoothly and equipment is properly maintained. Customer interactions and order coordination are handled by the **Front Desk Manager**, Nurin Syazani, who ensures clear communication and professional customer service. Financial matters are overseen by the **Finance Manager**, Nur Hazirah, who manages transactions, budgeting and financial records. Mira Shakira, as the **Quality Control and Inventory Manager**, ensures service quality and monitors inventory levels to prevent shortages or losses. Marketing and promotional activities are managed by Anis Syafiyah as **Marketing Manager**, who focuses on customer engagement and business visibility. All members of the team also contribute to daily operational activities to support the overall efficiency of the business.



**CHIEF EXECUTIVE OFFICER**

Name	Nur Adlyn Nazurah Binti Noor Hairulrizal
Identity Card Number	980115-01-0268
Age	28 years old
Permanent Address	Jalan Setia Impian U13/6, Setia Alam, Shah Alam, Setia Impian, Setia Alam, Selangor.
E-mail	nazu15@gmail.com
Telephone Number	013-7643665
Marital Status	Single
Academic Status	Bachelor Degree
Course Attended	Bachelor of Business Administration (Hons.) Operations Management
Skills	<ol style="list-style-type: none"><li>1. Communication</li><li>2. Problem solving</li><li>3. Management</li></ol>
Experiences	<ul style="list-style-type: none"><li>● Chief Executive Officer (CEO) at TidyHub Laundry Services (2024 -2026)</li><li>● Manager at CUMart ( 2023-2024)</li></ul>



**OPERATION MANAGER**

Name	Nur Annis Maisarah Binti Yusmadi
Identity Card Number	010912-06-0512
Age	25
Permanent Address	No. 30-G, Jalan Eco Grandeur 1/3D, Persiaran Mokhtar Dahari, 42300, Puncak Alam, Selangor
E-mail	annismsrh1215@gmail.com
Telephone Number	011-17969239
Marital Status	Single
Academic Status	Bachelor Degree
Course Attended	Business Operation
Skills	<ol style="list-style-type: none"><li>1. Critical Thinking</li><li>2. Risk Management</li><li>3. Leadership</li></ol>
Experiences	<ul style="list-style-type: none"><li>● Operation Manager at TidyHub Laundry Service (2024 - 2026)</li></ul>



**FRONT DESK MANAGER**

Name	Nurin Syazani Binti Mohammad Shahray
Identity Card Number	990301026789
Age	27
Permanent Address	No.187, Jalan Bandar Puteri Jaya 2/6, Bandar Puteri Jaya, 08000, Sungai Petani, Kedah.
E-mail	syazani2012@gmail.com
Telephone Number	011-31210301
Marital Status	Single
Academic Status	Bachelor's Degree
Course Attended	Operational and Management
Skills	<ol style="list-style-type: none"><li>1. Communication and Interpersonal Skills</li><li>2. Multitasking and Organization</li></ol>
Experiences	<ul style="list-style-type: none"><li>● Front Desk Manager at TidyHub Laundry Service (2024-2026)</li><li>● Operational Manager at Sunway Velocity Hotel (2020-2023)</li></ul>



**FINANCE MANAGER**

Name	Nur Hazirah Binti Mohamad Zailan
Identity Card Number	990727-01-5566
Age	27
Permanent Address	No.12, Jalan Cempaka, Taman Buah Naga, Pandan Jaya, 42300, Puncak Alam, Selangor
E-mail	hhzz9901@gmail.com
Telephone Number	011-11335577
Marital Status	Single
Academic Status	Bachelor's Degree
Course Attended	Bachelor of Science Finance
Skills	<ol style="list-style-type: none"><li>1. Excel</li><li>2. Workday</li><li>3. Python</li></ol>
Experiences	<ul style="list-style-type: none"><li>● Finance Manager for Duke Electronics (2022-2023)</li><li>● Finance Manager at TidyHub Laundry Service (2024 - 2026)</li></ul>



### **QUALITY CONTROL & INVENTORY MANAGER**

Name	Mira Shakira Binti Sujani
Identity Card Number	990507130560
Age	27
Permanent Address	No 139 & 141, Wisma Mutiara, Jalan Sultan Abdul Samad 5, Banting, Selangor, 42700, Malaysia
E-mail	shakira999@gmail.com
Telephone Number	013-318 7462
Marital Status	Single
Academic Status	Bachelor's Degree
Course Attended	Logistics and Inventory Management
Skills	<ol style="list-style-type: none"><li>1. Documentation</li><li>2. Leadership</li><li>3. Inventory management</li></ol>
Experiences	<ul style="list-style-type: none"><li>● Supplier Quality Manager (2021-2023)</li><li>● Quality Control Manager in TidyHub Laundry Service (2024-2026)</li></ul>



**MARKETING MANAGER**

Name	Anis Syafiyah Binti Suhaimi
Identity Card Number	991223-14-3800
Age	27
Permanent Address	53-A, Jalan Panglima Andak, 42300 Puncak Alam, Selangor
E-mail	anisyafoyahsuhaimi@gmail.com
Telephone Number	014-6003871
Marital Status	Single
Academic Status	Bachelor's Degree
Course Attended	Arts and Design
Skills	<ol style="list-style-type: none"><li>1. Arts and design</li><li>2. Public Relation</li><li>3. Computer skills</li></ol>
Experiences	<ul style="list-style-type: none"><li>● Internship at Rahim &amp; Co. (2019)</li><li>● Marketing Assistance at Pelita Dhihin Bookstore (2021-2023)</li></ul>

## 7.2 Human Resources

Name and Position	No	Monthly Salary (RM)	EPF 13% (RM)	SOCSSO (RM)	Total
Chief Executive Officer ❖ Nur Adlyn Nazurah	1	4,500	585	-	5,085
Operation Manager ❖ Nur Annis Maisarah	1	3,000	390	55.15	3,445.15
Finance Manager ❖ Nur Hazirah	1	3,200	416	55.15	3,671.15
Front Desk Manager ❖ Nurin Syazani	1	3,000	390	55.15	3,445.15
Quality Control & Inventory Manager ❖ Mira Shakira	1	2,800	364	55.15	3,219.15
Marketing Manager ❖ Anis Syafiyah	1	2,800	364	55.15	3,219.15
Total	6	19,300	2,509	275.75	22,084.75

### FULL TIME STAFF

Position	No	Basic Salary (RM)	EPF 13% (RM)	SOCSSO+ EIS (RM)	Total Monthly
Operational Crew	3	2000 x 3 = 6000	260 x 3 = 780	38.15 x 3 = 114.45	6000 + 780 + 114.45
Total	3	6000	780	114.45	6894.45

**TOTAL = RM22,084.75 + RM6894.45  
= RM28,979.20**

### 7.3 Organizational Budget

<b>Administrative Expenditure Budget</b>	
	<b>RM</b>
<b>Fixed asset</b>	
Land and building	-
Business fixtures	30000
Office equipment	15438
<b>Working capital</b>	
Utilities	3500
Salary	12000
Petrol (780 x 12 months)	9360
<b>Other expenditure</b>	
Office supplies	275
Office renovation	10000
Office maintenance	1500
<b>Pre-operations</b>	
Road Tax and Insurance	500
<b>TOTAL</b>	<b>82573</b>

*Table 7.3.1 shows organizational budget of TidyHub*

## 8.1 FINANCIAL PROJECTION

### 8.1.1 Start Up Cost

Start Up Cost	Cost (Rm)
<b>Capital Expenditure: Administrative</b>	
Business Fixtures	30000
Office Equipment	15438
Office Renovation	10000
<b>Capital Expenditure: Operation</b>	
Machinery	142000
<b>One Time Start Up Expenditure</b>	
Installation Of Machine	5000
Starting Inventory Cost	40000
Office Supplies	275
Advertising For Opening	2000
<b>Pre-Operations</b>	
Deposit (Rent, Utilities, Etc)	5500
Business Registration And Licenses	750
Other Expenditure	1000
<b>Total</b>	226963

*Table 8.1.1 shows start up cost of TidyHub*

## 8.2 WORKING CAPITAL

Working Capital (Monthly)	RM	Fixed	Variable
<b>Marketing</b>			
Salaries And Wages	2800	2800	
Advertising	300		300
Marketing Budget	1500		1500
Marketing Capital	500		500
<b>Administrative</b>			
Salaries And Wages	12000	12000	
Rent	9000	9000	
Utilities	3500		3500
Office Supplies	275	275	
Office Maintenance	250	250	
Insurance	500	500	
<b>Operation</b>			
Salaries And Wages	2800	2800	
Operation Working Capital	24860		24680
Other Expenditure	2000		2000
Total	60285	27625	32660

*Table 8.2.1 shows working capital of TidyHub*

### 8.3 Start Up Capital And Financing

Estimated start up capital	
Financing	
Equity: share and venture capital	RM300000
Loan	-
Annual interest rate	-
Loan duration	-

*Table 8.3.1 shows estimated start up capital and loan of TidyHub*

### 9.0 PROJECT MILESTONE

ACTIVITIES	DEADLINES
Idea Generation	25 March 2024
Market Research & Validation	1 April 2024
Business Model & Planning	8 April 2024
Legal Setup & SSM Registration	15 April 2024
Service Development	20 April 2024
Branding & Marketing Setup	29 April 2024
Starting of Operations	13 May 2024
Pick Up and Delivery of First Sales	20 May 2024

## **10.0 CONCLUSION**

In conclusion, we are grateful for the opportunity given to complete the business plan for TidyHub, a modern eco-conscious laundry service. Throughout the journey of completing this business plan, we encountered many challenges and experienced new things. However, we believe that this is fundamental in order to build a successful business that gives back to the community. Facing these obstacles have pushed ourselves to think critically and creatively in order to solve the problems. We have tried our best to ensure that every aspect of this plan, from operations to financial projections is realistic and thorough. This experience not only opened our eyes on the business world and management in real life but also has fueled our passion to continue our branding, TidyHub.

## REFERENCES

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# APPENDICES

**COMPANY DESCRIPTION**

TidyHub is a modern, eco-conscious laundry service based in Puncak Alam. We specialise in full-service fabric care: from washing to ironing, which are designed specifically for busy professionals who value hygiene and convenience.

By integrating digital scheduling and premium eco-friendly products, we bridge the gap between traditional laundries and modern lifestyle needs.

**SERVICE OFFERED**

Price	Services	Descriptions
RM 5	Washing and drying	Small basket or 5KG
RM 10	Washing and drying	Medium basket or 10KG
RM 15-25	Washing and drying	Large Basket or Ikea Bag (M) or 15-25KG
RM 25-30	Washing and drying	Extra Large Basket or Ikea Bag (XL) or 25-30KG
RM 5	Ironing/Folding	Additional RM 5/KG for this service.
RM 5	Pickup/Delivery	Available only around the Puncak Alam area.

**SALES FORECAST**

Month - year	2021	2022	2023
January	0	42147.42	81944.87
February	0	33382.88	62752.18
March	0	72022.49	99227.4
April	0	44889.88	81974.86
May	8160	72769.38	96117.13
June	10033.4	57543.21	81101.41
July	21106.8	48794.25	87580.83
August	44324.28	53331.1	66419.26
September	48734.71	64827.79	103940.55
October	53422.28	67514.81	110587.42
November	48289.14	58224.81	128246.21
December	52284.12	72742.23	121801.28
<b>TOTAL (RM)</b>	<b>247592.24</b>	<b>749202.86</b>	<b>1267582.22</b>

**MISSION STATEMENT**

- To deliver high-quality, hassle-free laundry care through sustainable practices.
- To empowering our community to spend less time on chores and more time on what matters.

**TARGET MARKET**

- Dual-income households
- Busy professionals
- Elderly individuals
- Small businesses

**MANAGEMENT TEAM**

**COMPETITIVE ADVANTAGE**

- Eco-friendly detergent.
- Operate for 24 hours, (except Tuesday)
- Free laundry bag for first time customers.
- Fragrance selection menu:
  - Honeysockle and jasmine
  - Lavender and sandalwood
  - Lime and tangerine
  - Fragrance-free.

**GROWTH POTENTIAL**

- Expand service area
- Open more physical outlets
- Add more fragrance selection
- Introduce mobile app for booking service

**START UP COST**

Item/Qty Cost	Est. Price
<b>Capital Expenditure - Administration</b>	
Business Plan	2000
Office Equipment	11000
Other Resources	3000
<b>Capital Expenditure - Operation</b>	
Washers	40000
<b>One Day Start-Up Expenditure</b>	
Initial Stock 10 Washers	1000
Washing Services Cost	4000
Other Supplies	200
Advertising for Opening	3000
<b>Pre-Opening</b>	
Deposit from 10000, 200	1000
Business Registration and Licenses	100
Other Expenses	1000
<b>Total</b>	<b>(RM)60000</b>

Business plan poster