



**ENT530 PRINCIPLES OF ENTREPRENEURSHIP**

*CampusClean Laundry Services Sdn. Bhd.*



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## 1.0 EXECUTIVE SUMMARY

CampusClean Laundry Services Sdn. Bhd. is a student-focused laundry pickup and delivery service established to address the daily challenges faced by university and college students in managing their laundry needs. With increasing academic workload, co-curricular involvement, and limited access to laundry facilities, students often experience difficulty allocating sufficient time and effort to complete basic household tasks. CampusClean Laundry Services was created to provide a convenient, efficient, and reliable solution that allows students to focus on their studies while maintaining cleanliness and personal hygiene.

The company offers a comprehensive range of laundry services including door-to-door pickup, professional washing, drying, folding, and prompt delivery within a turnaround time of 24 to 48 hours. These services are specifically designed to cater to students residing in campus hostels, rented houses, and nearby apartments around UiTM Puncak Perdana. By operating close to the campus, CampusClean ensures timely service delivery, reduced transportation delays, and quick response to customer requests.

CampusClean Laundry Services adopts a flexible business model consisting of both subscription-based and pay-per-use service options. The subscription model is targeted at students who require regular laundry services, while the pay-per-use option caters to students with occasional laundry needs. Pricing is set at an affordable level to suit student budgets without compromising service quality. The company emphasizes hygiene by using quality detergents, proper washing procedures, and systematic handling of customers' garments to ensure cleanliness and customer satisfaction.

In terms of competitive advantage, CampusClean Laundry Services differentiates itself from traditional self-service laundromats and conventional laundry shops by offering complete door-to-door services tailored specifically for students. The convenience, time-saving benefits, and reliability provided by the company create strong value for customers. Additionally, our business leverages social media and digital communication platforms to facilitate easy ordering, customer engagement, and service coordination.

CampusClean Laundry Services is managed by a dedicated management team led by the General Manager, supported by specialized roles in operations, finance, marketing, human resources, and quality control. This structured management approach ensures efficient daily operations, financial discipline, effective marketing strategies, and consistent service standards. The team is committed to maintaining high levels of customer satisfaction and continuous service improvement.

From a financial perspective, our business demonstrates strong potential for growth due to consistent demand from the student population. Laundry services are considered essential, ensuring stable and recurring revenue throughout the academic year. With controlled operating costs, effective pricing strategies, and increasing customer adoption, CampusClean Laundry Services aims to achieve sustainable profitability within the early stages of operation.

In conclusion, CampusClean Laundry Services Sdn. Bhd. is a viable and sustainable business venture that addresses a real and ongoing need within the student community. By combining convenience, affordability, and quality service, the company is well-positioned to become a trusted laundry service provider for students. With clear objectives, a committed management team, and a focused market strategy, CampusClean Laundry Services is prepared for long-term growth and future expansion to other university campuses.

## 2.0 COMPANY PROFILE

### 2.1 Company Background



*Figure 1: Company Logo*

CampusClean Laundry Services is a student-oriented laundry pickup and delivery service established to address the increasing demand for convenient and time-saving services among university and college students. In today's fast-paced academic environment, students often struggle to balance academic responsibilities, co-curricular activities, part-time employment, and personal commitments. As a result, routine household tasks such as laundry become a significant burden, especially for students who have limited access to laundry facilities or transportation.

CampusClean Laundry Services was formed with the purpose of providing a comprehensive laundry solution that eliminates these challenges. Our business offers door-to-door laundry pickup, washing, drying, folding, and delivery services within a 24 to 48-hour timeframe. This service model allows students to focus on their studies and personal well-being without worrying about laundry-related tasks.

Strategically located near UiTM Puncak Perdana, CampusClean Laundry Services ensures efficient coverage of student hostels, rented houses, and nearby apartments. The company places strong emphasis on hygiene, punctuality, and service reliability. All laundry processes are handled using proper cleaning standards and quality detergents to ensure customer satisfaction and trust.

CampusClean Laundry Services adopts both subscription-based and pay-per-use service models to accommodate varying student needs and budgets. By combining affordability,

convenience, and quality, the company aims to position itself as a trusted and preferred laundry service provider among students. With a growing student population and increasing reliance on convenience-based services, CampusClean Laundry Services has strong potential for long-term growth and sustainability.

## 2.2 Company Information

<b>Item</b>	<b>Description</b>
Company Name	CampusClean Laundry Services Sdn. Bhd.
Business Address	No. 15, Jalan Puncak Perdana 3, Seksyen U10, 40150 Shah Alam, Selangor
Telephone Number	012-345 6789
Fax Number	03-5566 7788
Email Address	campuscleanlaundry@gmail.com
Form of Business	Private Limited Company (Sdn. Bhd.)
Nature of Business	Student laundry pickup and delivery services
Date of Commencement	1 January 2025
Operating Hours	9.00 a.m. – 9.00 p.m. (Daily)
Operating Area	UiTM Puncak Perdana and surrounding residential areas
Bank	Maybank Berhad
Bank Account Number	5120 4567 8890

***Table 1: Details of The Company***

## 2.3 Vision, Mission and Objectives

### 2.3.1 Vision

The vision of CampusClean Laundry Services Sdn. Bhd. is to become the leading and most trusted student-focused laundry service provider in Malaysia, recognized for delivering high-quality, hygienic, and reliable laundry solutions that significantly improve students' daily lives. The company aspires to set a benchmark in service excellence within the campus-based service industry by continuously adapting to students' evolving needs and expectations.

CampusClean aims to expand its presence beyond UiTM Puncak Perdana and establish operations across multiple university campuses nationwide. By leveraging innovation, operational efficiency, and customer-centric strategies, the company envisions building a strong brand associated with convenience, affordability, and professionalism among the student community.

### 2.3.2 Mission

CampusClean Laundry Services Sdn. Bhd. is committed to delivering value-driven laundry services that prioritize customer convenience and satisfaction. The mission of the company is guided by the following principles:

- To provide efficient, reliable, and hygienic laundry services that meet the daily needs of students
- To ensure consistent service quality through standardized operational procedures and quality control measures
- To offer affordable and flexible pricing options that accommodate different student budgets
- To utilize modern technology and digital platforms to simplify service booking and customer communication
- To foster a customer-oriented culture focused on trust, punctuality, and service excellence

### 2.3.3 Objectives

The objectives of CampusClean Laundry Services Sdn. Bhd. are designed to guide business operations and performance evaluation. These objectives include:

- To establish a strong and loyal customer base within the UiTM Puncak Perdana area during the first year of operation
- To achieve a high customer satisfaction rate through reliable service delivery and effective complaint resolution
- To build a reputable brand image associated with cleanliness, efficiency, and student-friendly services
- To continuously improve operational processes to reduce turnaround time and enhance service efficiency
- To expand service coverage to additional student residential areas and campuses in the future

### 2.4 Legal Structure

CampusClean Laundry Services Sdn. Bhd. is incorporated as a Private Limited Company (Sdn. Bhd.) under the Companies Act 2016. This legal structure was selected to provide our business with limited liability protection, ensuring that the personal assets of shareholders are safeguarded against business-related risks and liabilities.

Operating as a Sdn. Bhd. enhances the company's professional image and credibility when dealing with suppliers, customers, and financial institutions. This structure also allows the company to operate as a separate legal entity, enabling it to enter contracts, acquire assets, and conduct business transactions independently. The Sdn. Bhd. structure supports long-term business sustainability and scalability by facilitating structured governance and management.

Furthermore, this legal structure provides CampusClean with greater flexibility in business expansion and future growth initiatives. It enables the company to introduce additional services, expand operations to other campuses, and potentially attract investors if required. Compliance with statutory requirements, tax regulations, and operational licensing ensures that our business operates legally and ethically.

## 2.5 Location and Facilities

CampusClean Laundry Services Sdn. Bhd. operates from a strategically selected location near UiTM Puncak Perdana, allowing our business to effectively serve its primary target market. The location was chosen based on proximity to student hostels, rental houses, and apartment complexes, ensuring minimal travel time for laundry pickup and delivery services.

The facility is equipped with commercial-grade washing machines, dryers, folding tables, storage racks, and cleaning supplies to support high-volume laundry processing. The layout of the facility is designed to ensure smooth workflow, starting from laundry collection, sorting, washing, drying, folding, and final inspection before delivery. Adequate space is allocated to prevent cross-contamination and maintain hygiene standards.

Safety and cleanliness are prioritized within the facility through proper ventilation, regular equipment maintenance, and adherence to cleaning protocols. The premises also provide sufficient storage areas for customer orders awaiting delivery. This operational setup enables CampusClean Laundry Services to maintain efficiency, reliability, and consistent service quality.

## 2.6 Management Team and Business Roles

Name	Position	Roles and Responsibilities
Amer Rezza bin Armein	General Manager	Responsible for overall business leadership and strategic direction. Oversees daily operations, sets business goals, monitors performance, and ensures alignment with the company's vision and mission. Makes key management decisions, handles major customer issues, and ensures compliance with legal and operational standards. Coordinates communication among departments and ensures efficient teamwork.
Ahmad Raiyan Iman bin Azwan	Operations Manager	Manages day-to-day laundry operations including pickup and delivery scheduling, washing, drying, and folding processes. Ensures operational efficiency, hygiene standards, and timely service delivery. Monitors equipment usage and maintenance, manages workflow, and resolves operational issues.
Muhammad Ifwat bin Rashidan	Finance and Administration Manager	Oversees financial management and administrative functions. Responsible for budgeting, expense tracking, financial record-keeping, invoicing, and payment monitoring. Handles documentation, scheduling, and internal records to support smooth business operations and financial transparency.
Muhammad Fazren Idham bin Ismail	Marketing and Customer Relations Manager	Responsible for promoting our business and building brand awareness. Plans and executes marketing strategies through social media, campus promotions, and word-of-mouth marketing. Manages customer inquiries, feedback, and complaints while maintaining strong customer relationships and

		loyalty.
Rabiatul Insyirah binti Mohd Ridzuwan	Human Resources and Quality Control Manager	Oversees staffing coordination, training, and performance monitoring. Ensures employees follow hygiene and operational procedures. Conducts quality inspections and service evaluations to maintain high service standards. Supports management in maintaining a positive work environment.

**Table 2: Management Teams and Roles**

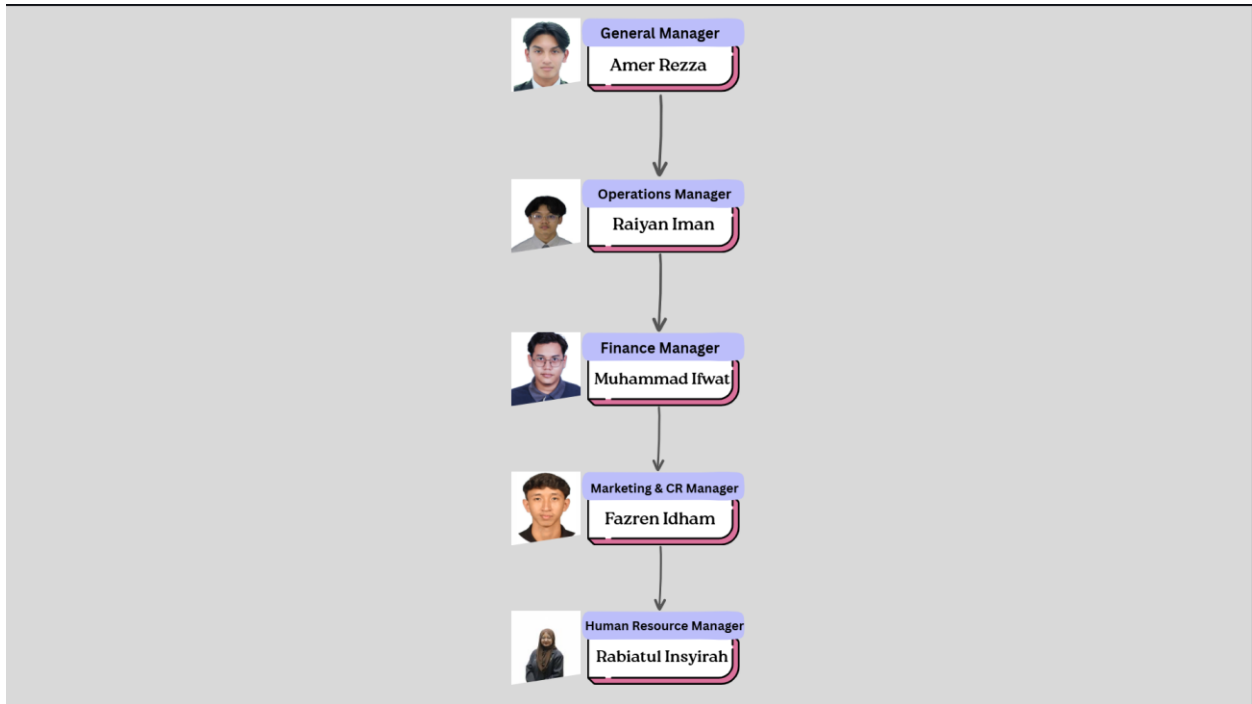
2.7 Organizational Structure and Chart

CampusClean Laundry Services Sdn. Bhd. adopts a structured yet flexible organizational framework to ensure effective management and smooth daily operations. The organizational structure is designed to promote clear communication, accountability, and efficient decision-making across all departments.

The General Manager serves as the overall leader, overseeing all strategic and operational aspects of our business. Each department is managed by a designated manager responsible for specific functions, including operations, finance, marketing, human resources, and quality control. This departmental structure allows specialization in each area while ensuring coordinated efforts toward achieving business objectives.

Regular management meetings are conducted to review performance, address operational challenges, and plan improvements. This collaborative management approach encourages teamwork, innovation, and continuous improvement. By maintaining a clear organizational structure, CampusClean Laundry Services ensures that responsibilities are well-defined and that operational efficiency is consistently achieved.

The organizational framework also supports future growth by allowing additional roles or departments to be introduced as our business expands. Through structured leadership and effective management practices, CampusClean Laundry Services is well-positioned to deliver sustainable performance and long-term success.



*Figure 4 : Organizational Structure*

### 3.0 DESCRIPTION OF VENTURE

Laundry is a basic daily necessity, yet often overlooked and becomes a burden for students due to time limitations, physical effort, and limited access to facilities. A majority of students live in hostels or rented houses where washing machines are frequently occupied, or unavailable. In addition, students often struggle making trips to do their laundry due to the lack of private transportation. This venture is established in order to solve these problems by providing a convenient, reliable, and student-oriented laundry pickup and delivery service. Our business focuses on simplifying the laundry process by handling the entire cycle, from collection to washing, drying, folding and final delivery. Customers only need to place an order through a digital platform. This allows them to save time and energy while offering a practical solution to a recurring problem.

### 3.1 Filling The Gap In The Market

Most traditional laundry services operate on a self-service basis, requiring customers to transport their clothes, wait for machines, and handle the laundry process themselves. This method is time-consuming and physically demanding, especially for students with packed academic schedules, part-time jobs, and co-curricular activities. Additionally, existing laundry shops may be located far from student residences, further increasing inconvenience.

Our business fills the market gap by offering a door-to-door laundry service that removes the need for students to leave their residences. The service is tailored specifically to the student lifestyle, where time efficiency and convenience are highly valued. By offering scheduled pickup and delivery, our business ensures that laundry tasks do not interfere with students' academic responsibilities.

Furthermore, many laundry providers do not focus on student affordability or flexible service options. This venture addresses that issue by offering budget-friendly pricing and service packages suitable for regular student use. As a result, our business effectively fills a gap in the market by combining convenience, affordability, and reliability in one complete service.

### 3.2 Value Proposition to Target Customers

The core value proposition of this laundry service is convenience without compromise. Customers benefit from a hassle-free experience where laundry is collected, cleaned, and returned within a promised timeframe. This eliminates the need for students to wait at laundromats, carry heavy loads, or manage washing schedules. Another key value lies in time savings. By outsourcing laundry tasks, students can focus on academic work, rest, or personal development. This contributes positively to their overall well-being and productivity. In addition, the business emphasises hygiene and quality by using proper detergents, systematic washing procedures, and careful handling of garments. The service is also designed to be financially accessible. Pricing is structured to suit student budgets, ensuring that the service remains affordable even for frequent use. Clear communication, reliable delivery, and responsive customer service further enhance trust and customer satisfaction. Together, these elements position the business as a dependable and student-friendly laundry solution.

### 3.3 Potential Demand to Sustain the New Venture

Laundry services benefit from consistent and recurring demand, as clothes must be cleaned regularly regardless of economic or seasonal conditions. Students generate weekly laundry needs, creating a stable customer base throughout the academic year. Each new intake of students further strengthens demand, ensuring business continuity. In addition, changing lifestyles have increased reliance on convenience-based services. Students are increasingly comfortable using digital platforms to book services, making pickup-and-delivery laundry more attractive than traditional methods. This behavioural shift supports long-term demand for the service. The predictable nature of laundry needs allows the business to plan operations efficiently and manage resources effectively. With repeat customers and steady service usage, the venture has strong potential to sustain operations, achieve financial stability, and expand services in the future.

### 3.4 Distinctive Leverage

This service ultimately gains the upper hand during operation hours as its strong emphasis on students enhances its overall competitive advantage over other competitors within the designated area. By strongly spotlighting students' stress-free and hassle-less need to do laundry weekly, we instead offer an end-to-end service that includes pickup, cleaning, and delivery thus reducing the need to step outside of the campus eliminating the need for travel expenses and most importantly, abolishing the time taken for one to do laundry weekly. As previously mentioned before, the use of a digital-focused operating system and platform enhances the overall experience marginally as it allows for a more easy and flexible laundry service for one at the tip of their fingers. Studies have shown that eliminating one of a student's weekly chores will reduce the need for unbearable stress and pressure to cope with things or chores that are deemed important weekly allowing more time to be spent and spared for oneself substantially. These advantages position the venture strongly against other competitors and create a long-term sustainability plan that slips directly through student's weekly needs and demands.

### 3.5 Social and Environmental Impact

The main thing about this venture is that it helps students feel better. It does this by cutting down on the stress they feel every day and giving them time to do other things. When students do not have to worry about doing their laundry they can focus on their school work, get rest and keep themselves clean. This helps them stay healthy both in body and mind. The fact that they can get this service at their doorstep is also very helpful. It helps students who have a lot on their plate or who have a time getting around or who do not have a way to get to places easily. This means that all students can get the services they need no matter what their situation is. The venture is really good, for students because it makes their lives easier and helps them with their needs.

From an environmental perspective, the business is committed to sustainable practices by using eco-friendly detergents that reduce water pollution and skin irritation. Water-efficient washing machines and energy-saving drying methods help minimise resource consumption, while optimised delivery routes reduce fuel usage and carbon emissions. These practices allow the business to operate responsibly while contributing to environmental conservation.

In addition, the venture creates part-time employment opportunities for students, enabling them to earn income while balancing their academic commitments. This supports financial independence, work experience development, and entrepreneurial skills. Through these combined social and environmental contributions, the venture builds a positive brand image, strengthens community relationships, and supports long-term sustainability.

### 3.6 Operational and Financial Sustainability

Laundry Service business is an easy and flexible business service that connects potential customers which is students with laundromat chains through our designated and student friendly service that aims to not only lessen one's burden but contribute to the laundromat business in the form of a connector that seamlessly bonds with students and laundry operators. As such, we prioritize serving the community by providing service as it is beyond easy to operate as we need to comply with a simple and clean work flow, that includes collecting order, pickup the laundry, do a proper laundry wash and dry, provide a proper clean and stain-free service quality checks, and also do on-time delivery as intended. Our business operates with thorough and detailed overall service planning ensuring excellent and top tier laundry service that helps to minimize late and inefficient washes per session.

Financially, the business is operating in a stable condition because students use the service regularly, which provides a steady source of income throughout the academic year. Affordable packages and subscription plans help maintain consistent cash flow, making it easier to manage daily expenses. At the same time, bulk purchasing of supplies and efficient delivery systems help reduce operating costs. In the future, the business can grow by offering express services, dry cleaning, eco-friendly options, and partnerships with student housing, which will help increase profits and reach more customers. This approach will significantly boost the laundry service thus making it an essential student-friendly service in the long run by earning student's trust due to its convenience, reliability, and time-saving.

**4.0 PRODUCT AND SERVICE DESCRIPTION**

CampusClean Laundry Services Sdn. Bhd. offers an end-to-end laundry solution designed specifically for university and college students who face limited washing machines, long waiting times, busy academic schedules and distant laundromats. The service combines scheduled door-to-door pick-ups, professional wash–dry–fold processing, and timely delivery back to hostels and nearby residences. By committing to a 24 to 48-hour turnaround, CampusClean removes the friction students commonly encounter with self-service laundromats and enables them to reallocate time to studies, co-curricular activities and rest without compromising hygiene or garment care. The service is intentionally priced for student affordability and is operated from a location close to UiTM Puncak Perdana, ensuring quick cycles between collection, processing and delivery.

**4.1 Service Differentiation: Next-Day Express vs Monthly Student Subscriptions**

CampusClean’s two standout offerings—Next-Day Express Service and Monthly Student Subscriptions—are designed to solve distinct student problems while stabilising operations. The comparison below highlights how each model serves different usage patterns, how we price and protect capacity, and how both create value to our business in complementary ways.

<b>Dimension</b>	<b>Next-Day Express Service</b>	<b>Monthly Student Subscriptions</b>
Primary purpose	To guarantee clean clothes by the next day when students face urgent needs (presentations, interviews, match day, exam weeks).	To lock in predictable, affordable laundry access throughout the semester with pre-set monthly kilo allowances.

Who it serves best	Students who occasionally face time-critical situations and are willing to pay a small premium for speed.	Students who generate steady, weekly laundry and prefer budgeting with a lower effective RM/kg.
Turnaround & capacity logic	A dedicated priority lane completes intake → processing → delivery within ≤24 hours, protected by a daily slot cap so the promise stays reliable even at peak.	Standard completion within ≤48 hours, with scheduled pick-ups that smooth daily loads and reduce queueing pressure on machines.
Pricing logic	A flat express surcharge per order sits on top of the per-kg rate to cover priority handling, routing, and capacity reservation.	Tiered monthly fees (e.g., 10/20/30 kg) lower the effective RM/kg, encouraging regular usage and loyalty.
Operational implications	Requires disciplined slot management, earlier cut-offs (e.g., 5:00 p.m.) and a small production buffer for rewash or weather delays.	Enables better forecasting of volumes, detergent usage, and staffing; routes can be planned a week ahead.
Customer commitment	One-off, on demand; minimal lock-in beyond the booking.	Light commitment; students prepay a monthly allowance and receive priority scheduling.
Value to business	Higher margin per order and strong brand trust when speed matters most.	Recurring revenue, steadier machine utilisation, and lower acquisition cost per retained customer.

Risks & mitigations	Risk of bottlenecks if too many express orders; we prevent this via strict slot caps and published cut-offs.	Risk of unused allowance disputes; mitigated by clear terms (no carry-forward or limited roll-over) explained on sign-up.
How success is measured	On-time rate for express orders, express customer satisfaction, and rewash rate.	Subscription renewal rate, on-time pick-up adherence, and cost-to-serve per kg.

**Table 3 : Service Differentiation**

In practical terms, the Express lane functions like an “air-traffic priority corridor”: only a set number of bookings are admitted each day so staff can guarantee next-day delivery without compromising quality. This makes sense for a campus context where sudden spikes occur around exams or events; students buy peace of mind and the brand earns trust by meeting a high-stakes promise. Subscriptions, on the other hand, are the “heartbeat” of our business. They reduce weekly variability, allow detergent and utility planning to be more accurate, and create a natural rhythm for pick-ups (for example, same days each week in each hostel). Over time, the subscription cohort tends to stabilise cash flow and machine utilisation, which is vital for a lean operation near campus. Together, Express and Subscriptions form a balanced portfolio: one captures urgent willingness-to-pay, the other anchors predictable demand and loyalty.

4.2 Pricing and Packages (with Rationale)

CampusClean uses a weight-based price for its standard service which is RM5 to RM7 per kilogram to keep billing transparent and student-friendly. The price band reflects fabric mix, loading efficiency and consumables usage while remaining competitive against self-service alternatives once the value of time saved and delivery convenience is accounted for. An Express add-on is available for next-day completion and is charged as a small, flat surcharge per order to protect capacity while still making the option accessible during peak academic weeks. Finally, monthly subscriptions provide tiered allowances at lower effective rates and include service

benefits such as priority scheduling; subscriptions help students manage monthly living costs and help our business forecast volumes more accurately.

<b>Service / Package</b>	<b>Turnaround</b>	<b>Price / Fee</b>	<b>Inclusions</b>
Basic Wash–Dry–Fold (per kg)	≤ 48 hours	<b>RM5 – RM7/kg</b>	Wash, dry, fold, standard detergent, basic packaging
Express Add-On	≤ 24 hours	<b>RM3 – RM5/order</b>	Priority lane and next-day delivery
Basic Subscription	Monthly (10 kg)	<b>RM45</b>	Lower effective RM/kg and fixed pick-up slots
Standard Subscription	Monthly (20 kg)	<b>RM85</b>	Priority pick-ups in busy weeks
Premium Subscription	Monthly (30 kg)	<b>RM120</b>	Priority plus one Express order included

***Table 4 : Pricing and Packages***

These reference rates are aligned with your draft; final numbers may be refined once machine cycle costs and rider routing times are confirmed in operations testing. The table above is intended for quick reference, while the surrounding narrative explains why the structure supports both student affordability and CampusClean’s need for reliable throughput and cash flow.

### 4.3 Ordering, Scheduling and Communication via WhatsApp Business

CampusClean runs its entire customer-facing flow on WhatsApp Business so that students can order, ask questions and track their pick-up and delivery without installing new apps. A typical order starts with the student sending a message using a short format—name, hostel or apartment, preferred pick-up window, rough weight estimate, and any special-care notes. The system replies immediately with a booking acknowledgement, a unique order reference and the promised turnaround time based on the service type selected. Because WhatsApp is already embedded in student life, this channel reduces friction and response time, while also supporting quick clarifications when a rider is approaching the lobby or when a customer needs to shift a time slot.

Scheduling happens in the same chat thread. Once a time window is set, the rider arrives at the designated lobby or collection point, confirms the order reference, weighs the bag and attaches a tamper-evident or QR label so that the bag identity follows the order through sorting, washing, drying, folding, and packaging. Updates—such as “received for processing,” “out for delivery,” or a short reminder thirty to sixty minutes before drop-off—are shared in WhatsApp as status messages so students always know where things stand without having to log into another system. If an Express slot is selected, the system communicates the cut-off time for same-day intake to qualify for next-day delivery, making the “≤24 hours” promise clear and predictable from the outset.

The same WhatsApp thread doubles as the basic service desk. Standard replies handle frequently asked questions about pricing, minimum order weight or policy terms, while a live handoff lets the team resolve special requests such as combining orders among roommates or clarifying an item that needs special handling. This minimalist, WhatsApp-only approach reduces software costs, shortens training for new staff, and fits naturally with the fast, mobile communication style on campus. It also provides a single, searchable history per customer, which improves accountability for timing, instructions and proof-of-delivery photos.

#### 4.4 Service Levels, Quality Control and Rework

CampusClean’s service level agreements are straightforward: standard orders within 48 hours and express orders within 24 hours, subject to capacity caps during peak periods to preserve quality. Hygiene is ensured by standardising detergent use, separating delicates, sanitising drums and baskets on a daily schedule and performing lint-filter routines that maintain machine efficiency. Before bag sealing, a QC checklist verifies that garments are properly dried, odour-free, correctly folded and counted against the intake record. Should a customer report a valid quality issue within twenty-four hours, CampusClean’s rewash policy provides one complimentary rework, which is both a customer-care gesture and a data point for continuous improvement.

#### 4.5 Customer Feedback (Google Form loop and service improvement)

After each delivery, CampusClean invites the student—again via the same WhatsApp thread—to complete a short Google Form that captures a star rating, optional comments and quick flags for issues such as “not fully dry,” “odour present,” “mix-up suspected,” or “folding not neat.” The form also records the order reference automatically so that feedback links to a specific batch and shift. Responses flow into a simple dashboard that the team reviews weekly to spot patterns: for example, a rewash spike after introducing a new detergent, or longer delivery windows in a particular zone due to evening traffic. The feedback loop is action-oriented rather than cosmetic: issues trigger a rewash when warranted, and trends inform staff briefings, cycle setting tweaks, route timing, or the number of Express slots offered on peak days. Because the survey lives behind a stable link and takes under a minute to complete on a phone, participation remains high, and over time the comments become a living log of quality lessons that keep the brand responsive to student needs.

#### 4.6 Customer Policies for Clarity and Trust

Policies are written in plain language and surfaced early in the WhatsApp conversation so that expectations are set before pick-up. The table below summarises the rules students care about most; each entry is followed by a short explanation in the paragraph after the table to show how the policy builds fairness and reliability.

<b>Policy Area</b>	<b>Practical Rule that Builds Clarity &amp; Trust</b>
Turnaround promise	Standard orders are returned within $\leq 48$ hours; Express orders within $\leq 24$ hours, subject to clearly published Express slot caps and cut-off times.
Cancellations & rescheduling	Orders cancelled $\geq 2$ hours before pick-up carry no fee; late changes may incur a small service charge to cover routing time already committed.
Handling & identification	Every bag receives a unique label and remains sealed throughout processing; proof-of-delivery is captured at drop-off.
Loss or damage	Liability is limited to a reasonable ceiling per order (for example, a multiple of the service fee); declared special items follow the Special Care process.
Quality issues & rewashes	Valid quality concerns reported within 24 hours are resolved with a complimentary rewash; refunds are reserved for cases where rework cannot meet expectations.
Privacy & data use	Contact details and order information are used only for service coordination, delivery updates and feedback requests.

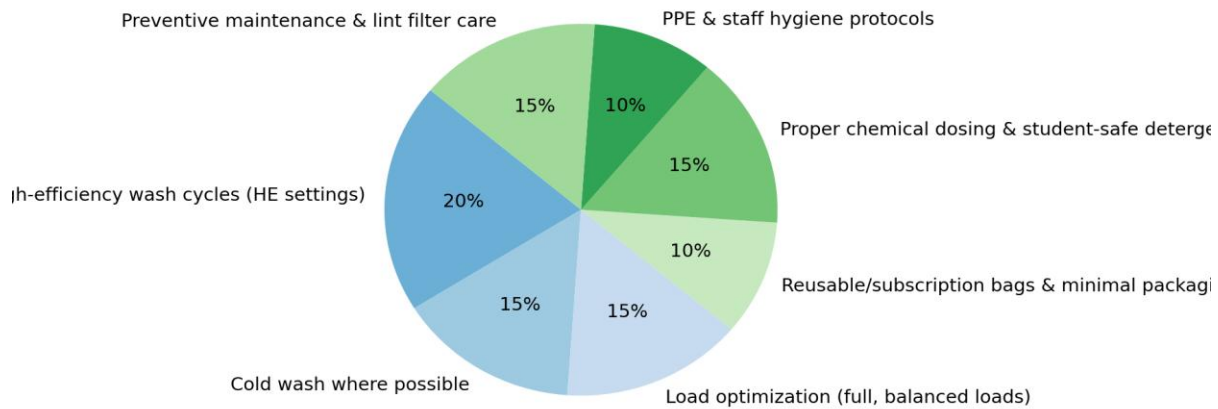
**Table 5 : Customer Policies**

By making the turnaround promise explicit and tying the Express guarantee to a published slot cap, CampusClean protects both quality and student trust. Clear cut-offs and a fair rescheduling rule prevent last-minute changes from cascading into missed windows for other customers. Sealed, labelled bags and photo proof-of-delivery create a transparent chain-of-custody that reduces mix-ups while giving students confidence that their garments are handled consistently. A sensible liability cap and a “rewash first” approach balance protection for both parties and ensure that money is not the first conversation when an outcome needs correction. Finally, a short privacy statement reassures students that their contact details are not repurposed beyond service delivery and feedback, which is important for a young, privacy-aware customer base.

#### 4.7 Environmental and Safety Considerations

The chart below visualises CampusClean’s environmental and safety emphasis as an illustrative split across seven practices we already implement or plan to formalise. These proportions are placeholders for presentation purposes and can be adjusted once you finalise machine models, detergent choices and maintenance schedules.

## CampusClean – Environmental & Safety Considerations (Illustrative Split)



***Figure 2 : Pie Chart of Environmental & Safety Considerations***

CampusClean’s largest environmental lever is the consistent use of high-efficiency wash settings, which reduce water and electricity draw per kilogram without compromising cleaning quality. A meaningful portion of cycles are set to cold wash where fabrics allow, lowering energy consumption linked to water heating, while load optimisation reduces the number of cycles required to process a day’s intake by keeping loads balanced and appropriately filled. To cut waste at the last mile, our business encourages reusable or subscription bags and avoids excessive single-use packaging. On the chemical side, the team enforces proper dosing with student-safe detergents, which minimises residue, protects machine health and reduces the volume of surfactants discharged in wastewater. Safety is non-negotiable: PPE and staff hygiene protocols safeguard the team during handling and cleaning, and preventive maintenance with lint-filter care keeps dryers efficient and reduces fire risk. Together, these practices reflect the same operational discipline and compliance mindset modelled in your ENT530 example’s operations and licensing sections, translated into a campus laundry context.

## **5.0 MARKETING ANALYSIS AND STRATEGY**

### **5.1 Introduction to Marketing Analysis**

Marketing analysis is a critical component in determining the viability and sustainability of CampusClean Laundry Services Sdn. Bhd. This section evaluates the target market, customer characteristics, market size, competitive environment, pricing structure, and promotional strategies. The analysis focuses specifically on UiTM Puncak Perdana students, as they represent the primary customer base for our business.

Laundry services are categorized as essential services because clothing cleanliness is a daily necessity. For students, the demand for laundry services is continuous throughout the academic semester and does not depend on seasonal trends. This creates a stable and predictable market for CampusClean Laundry Services. The introduction of pickup and delivery services further enhances market attractiveness by addressing the inconvenience commonly experienced by hostel students.

### **5.2 Target Market Analysis**

Laundry Services Sdn. Bhd. targets students of Universiti Teknologi MARA CampusClean (UiTM) Puncak Perdana, with particular emphasis on students residing in on-campus hostels. Hostel students are selected as the primary target market due to their centralized location, shared laundry facilities, and frequent exposure to laundry congestion issues.

UiTM hostel students typically rely on limited washing machines shared among a large number of residents. During weekends and peak academic periods, students often experience long queues, machine malfunctions, and time inefficiencies. These challenges increase the likelihood of students seeking alternative laundry solutions.

CampusClean Laundry Services provides a practical solution by offering a full-service laundry model that removes the need for students to physically manage their laundry process. This service model aligns strongly with the lifestyle and needs of university students.

### *5.2.1 Geographic Segmentation*

Geographic segmentation for CampusClean Laundry Services is concentrated around UiTM Puncak Perdana, Shah Alam. This focused location strategy enables our business to operate efficiently while minimizing transportation costs and delivery delays. The primary geographic coverage includes:

- UiTM Puncak Perdana student hostels
- Residential areas immediately surrounding the campus

Off-campus UiTM students are acknowledged as a potential secondary market. However, due to the absence of reliable population data, this group is excluded from quantitative market calculations. Despite this exclusion, off-campus students represent future expansion opportunities once operational capacity increases.

The strategic location near campus allows CampusClean Laundry Services to maintain a fast turnaround time of 24 to 48 hours, which is a key competitive advantage.

### *5.2.2 Demographic Segmentation*

Demographic segmentation focuses on UiTM students with similar age, income level, and lifestyle characteristics.

- Age group: 18 to 30 years
- Gender: Male and Female
- Education level: Diploma and Degree students
- Income source: Allowances, scholarships, or part-time income

Students generally have limited disposable income, making price sensitivity a major factor influencing purchasing decisions. CampusClean Laundry Services addresses this concern by offering affordable pricing that aligns with student financial capabilities.

### 5.2.3 Psychographic Segmentation

Psychographic factors play a significant role in shaping student purchasing behavior. UiTM students typically prioritize efficiency, convenience, and hygiene. Students targeted by CampusClean Laundry Services exhibit the following characteristics:

- Preference for services that reduce physical effort
- Desire to maximize time for academic and social activities
- High concern for personal hygiene and cleanliness
- Familiarity with digital communication platforms

By understanding these psychographic traits, CampusClean Laundry Services designs its service delivery and communication channels to match student preferences.

### 5.3 Product and Service Description

CampusClean Laundry Services offers a comprehensive laundry solution designed specifically for students.

Service	Detailed Description
Laundry Pickup	Scheduled collection from hostel rooms or nearby residences
Washing	Machine washing using appropriate detergents for fabric care
Drying	Controlled drying to avoid fabric shrinkage
Folding	Systematic folding to ensure neat presentation
Standard Service	48-hour completion period
Express Service	24-hour completion period
Subscription Packages	Monthly prepaid laundry plans

**Table 6 : Product & Service Description**

Each service component is designed to ensure customer satisfaction, hygiene compliance, and service consistency.

## 5.4 Pricing Strategy

### 5.4.1 Weight-Based Pricing (RM5–RM7 per Kilogram)

CampusClean Laundry Services adopts a transparent and flexible weight-based pricing strategy.

Service Type	Price per Kilogram (RM)	Description
Standard Service	5.00	Affordable option with 48-hour turnaround
Express Service	7.00	Faster service for urgent needs

**Table 7: Weight-Based Pricing**

### 5.4.2 Monthly Subscription Packages

To promote customer retention and consistent revenue, CampusClean Laundry Services introduces monthly subscription packages.

Package	Laundry Limit	Monthly Fee (RM)	Service Benefits
Basic	10 kg	45	Lower cost per kg, scheduled pickup
Standard	20 kg	85	Priority scheduling
Premium	30 kg	120	Express option included

**Table 8: Monthly Subscription Packages**

Subscription packages encourage long-term usage while allowing students to manage monthly expenses efficiently.

## 5.5 Market Size Analysis

### 5.5.1 Market Volume Estimation

Market size estimation is based solely on UiTM hostel students due to data availability.

Market Segment	Population	Usage Rate (%)	Potential Customers	Average Laundry Usage (kg/month)	Total Laundry Volume (kg/month)	Total Laundry Volume (kg/year)
UiTM Hostel Students	5,000	40%	2,000	6	12,000	144,000
Off-campus Students	Unknown	-	-	-	-	-

*Table 9 : Market Volume Estimation*

### 5.5.2 Market Value Estimation

Assuming average spending of RM30 per month:

Customers	Monthly Spending (RM)	Annual Market Value (RM)
2,000	30	720,000

*Table 10 : Market Value Estimation*

### 5.5.3 Sales Forecast

Year	Projected Market Share (%)	Estimated Sales (RM)
Year 1	5%	36,000
Year 2	8%	57,000
Year 3	10%	72,000

*Table 11 : Sales Forecast*

## 5.6 Market Share Calculation

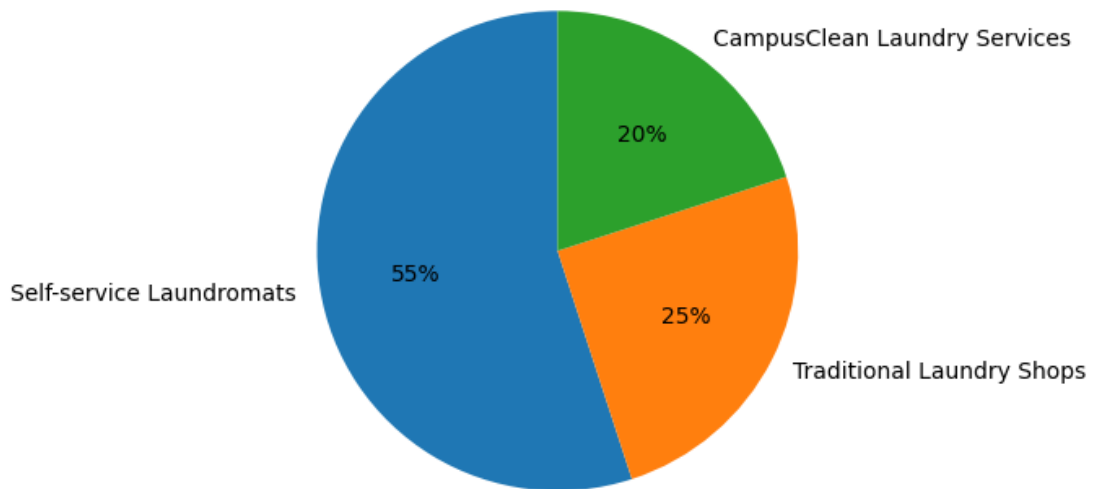
### 5.6.1 Market Share Before Entry

Competitor	Market Share (%)	Market Value (RM/year)
Self-service Laundromats	70%	504,000
Traditional Laundry Shops	30%	216,000
Total Market	100%	720,000

*Table 12 : Market Share Before Entry*

### 5.6.2 Market Share After Entry

Market Share After CampusClean Laundry Services Enters the Market



*Figure 3 : Pie Chart of Market Share After Entry*

Competitor	Market Share (%)	Market Value (RM/year)
Self-service Laundromats	55%	396,000

*Table 13 : Value of Market Share After Entry*

### 5.7 Competitive Advantage

CampusClean Laundry Services Sdn. Bhd. possesses several competitive advantages that differentiate our business from traditional self-service laundromats and informal laundry providers around the campus area. These advantages allow the company to attract and retain customers while sustaining long-term competitiveness.

One of the main competitive advantages is the door-to-door pickup and delivery service, which offers high convenience to students who have limited time and mobility. Unlike self-service laundromats that require students to wait and manage their laundry personally, CampusClean provides a fully managed service. In addition, our business offers student-friendly pricing and subscription packages, making the service affordable and attractive for repeat usage.

Operational efficiency is another advantage, supported by structured workflows, reliable equipment, and consistent service standards. Strong customer communication through digital platforms enhances trust and responsiveness, further strengthening the company's market position.

Competitive Factor	CampusClean Laundry Services	Traditional Laundromat
Convenience	Door-to-door service	Self-service only
Pricing	Student-friendly & packages	Pay-per-use
Time efficiency	24–48 hour turnaround	Waiting required
Customer relationship	Direct communication	Minimal interaction
Service consistency	Standardized process	Varies by user

*Table 14 : Competitive Advantages Analysis*

## 5.8 Promotion Strategy

The promotion strategy of CampusClean Laundry Services focuses on cost-effective and targeted marketing methods suitable for the student market. The primary objective is to create awareness, encourage trial usage, and build long-term customer loyalty.

Digital promotion plays a major role, particularly through social media platforms such as Instagram and WhatsApp. Promotional content includes service information, pricing details, customer testimonials, and limited-time offers. Offline promotion such as posters and flyers within hostel areas supports visibility among on-campus students. Referral incentives and introductory discounts are used to stimulate word-of-mouth marketing.

Promotion Method	Description	Objective
Social media marketing	Instagram posts & stories	Brand awareness
WhatsApp promotion	Broadcast messages & updates	Direct engagement
Posters & flyers	Hostel notice boards	Local visibility
Referral programme	Discount for referrals	Customer acquisition
Introductory discounts	First-time user offers	Trial encouragement

*Table 15 : Promotion Strategy Plan*

## 5.9 Distribution Strategy

CampusClean Laundry Services adopts a direct distribution strategy to ensure service efficiency and customer satisfaction. The service is delivered directly from the laundry facility to the customer without involving intermediaries.

Laundry items are collected from students at scheduled pickup times and returned after cleaning within the promised turnaround period. Route planning is optimized to reduce transportation costs and delivery time. This direct distribution approach allows our business to maintain service quality, control operational costs, and respond quickly to customer needs.

<b>Distribution Aspect</b>	<b>Description</b>
Distribution channel	Direct pickup and delivery
Service coverage	UiTM Puncak Perdana area
Delivery frequency	Scheduled daily routes
Transportation	Motorcycle or small vehicle
Quality control	Managed internally

*Table 16 : Distribution Strategy Overview*

### 5.10 Marketing Personnel

The marketing activities of CampusClean Laundry Services are managed by a small and efficient team. The marketing personnel are responsible for planning, executing, and monitoring promotional activities to ensure effective market reach.

The Marketing Executive oversees overall marketing strategies, while operational staff support promotional efforts by distributing flyers and assisting with customer engagement. This lean structure minimizes costs while maintaining effective marketing execution.

<b>Position</b>	<b>Responsibility</b>
Marketing Executive	Planning and managing marketing strategies
Operations Staff	Assisting promotions and customer interaction
Owner/Manager	Final decision-making and budget approval

*Table 17 : Marketing Personnel Structure*

### 5.11 Marketing Budget

The marketing budget of CampusClean Laundry Services is carefully planned to ensure cost efficiency while achieving effective promotion. Most marketing activities rely on low-cost digital platforms, which are suitable for the student target market.

The budget allocation prioritizes digital marketing and printed promotional materials. Promotional expenses are reviewed monthly to ensure they remain within budget and deliver positive returns.

Marketing Activity	Estimated Cost (RM)
Social media ads	150
Posters & flyers	100
Referral incentives	100
Promotional discounts	150
<b>Total Marketing Budget</b>	<b>500</b>

*Table 18 : Estimated Monthly Marketing Budget*

### 5.12 Conclusion

In conclusion, the marketing strategy of CampusClean Laundry Services Sdn. Bhd. is designed to effectively reach and serve the student market at UiTM Puncak Perdana. By leveraging strong competitive advantages, targeted promotion strategies, efficient distribution methods, and a cost-effective marketing budget, our business is well-positioned to achieve sustainable growth.

The combination of convenience, affordability, and reliable service quality strengthens customer loyalty and supports long-term business success. Overall, the marketing plan aligns with the company's objectives and provides a solid foundation for future expansion.

## **6.0 OPERATIONAL PLAN**

The Student Laundry Pick-Up & Delivery Service serves its operational plan by explaining how it does its work to give students clean laundry that is safe and reliable. The main goal of the Student Laundry Pick-Up & Delivery Service is to make laundry for students fast and not too expensive while still keeping everything very clean and making sure students are happy. The Student Laundry Pick-Up & Delivery Service operates daily by picking up laundry from students' doors or any designated pick-up area assigned throughout the campus compound and delivering clean laundry back to them so students need not have to go to a laundromat or wait for a washing machine to be free.

Operations are carefully planned to ensure that laundry items are collected on time, cleaned properly, checked for quality, and returned to customers within the promised time frame. The business uses clear work processes, trained staff, proper equipment, and organized delivery systems to support smooth daily operations. These systems also allow the business to grow in the future by adding more staff, machines, and delivery routes as customer demand increases.

### **6.1 Service Process Flow**

The service process flow shows how laundry moves from the customer to the laundry facility and back to the customer in a complete operation cycle. Each step is designed to be simple, fast, and accurate so that customers receive clean clothes without delay or mistakes. Below is a proper overall service process flow tabled in clear and concise words.

Stage	Activity	Output
Order Placed	Customer submits booking order through online platform	Order Confirmation
Pick-Up	Laundry will be collected from customers via designated pick-up drop points throughout campus compounds	Tagged Laundry Bags
Sorting	Laundry will be sorted between color and fabric type for effective wash	Sorted Laundry Loads
Washing	Clothes will be washed using laundry washing machines with the same exact specifications to ensure SOP compliance	Clean Laundry
Drying	Washed clothes will be dried properly and timely to avoid damp and smelly laundry	Dry Laundry
Folding and Packing	Completed laundry will then be folded and prepared for packing	Packed Laundry
Quality Assurance Check	Laundry will be thoroughly inspected before attempting a delivery	Approved Orders
Delivery	Laundry returned to respective customer	Completed Orders

**Table 19 : Service Process Flow**

*6.1.1 Order Placement and Booking*

Customers place orders using WhatsApp, online forms, or a mobile application. They choose their preferred pickup time, delivery time, and laundry package. Customers can also give special instructions, such as using fragrance-free detergent or handling delicate clothes carefully. After placing an order, customers receive a confirmation message with their order details, price, and expected delivery time. Reminder messages are sent before pickup to help reduce missed collections. This system helps both customers and staff manage time better and avoid misunderstandings.

### *6.1.2 Laundry Pick-Up and Item Checking*

At the scheduled time, delivery staff collect laundry bags from hostels, apartments, or homes. Each order is given a unique tag or code so it can be tracked easily. Staff check customer details and count the laundry items to make sure nothing is missing. If there are stains, tears, or damaged items, staff record them and inform customers before washing. This helps prevent future complaints. The laundry bags are then sealed and safely transported to the laundry facility.

### *6.1.3 Sorting and Pre-Treatment*

When laundry arrives at the facility, staff sort the clothes by colour, fabric type, and washing needs. Whites, dark colours, delicate clothes, sportswear, and bedding are separated to prevent colour mixing or damage. Stains are treated using safe cleaning products before washing. Clothes that need special care, such as silk or wool, are marked and handled using gentle washing methods. This step improves cleaning results and protects clothes.

### *6.1.4 Washing and Drying*

Sorted laundry is washed using commercial washing machines. Each load uses the correct detergent, water temperature, and washing cycle based on fabric type. Eco-friendly detergents are used to reduce skin irritation and environmental harm. After washing, clothes are dried using industrial dryers or air-drying racks. Heat-sensitive clothes are dried at low temperatures or air-dried to prevent shrinking. Staff monitor each load to make sure clothes dry properly and on time.

### *6.1.5 Folding, Packing, and Quality Checking*

Once dry, clothes are folded neatly and arranged by category, such as shirts, trousers, towels, and bedding. Staff follow standard folding methods to ensure a clean and professional appearance. Before packing, quality staff inspect each order to check for stains, smells, missing items, or poor folding. Any unsatisfactory items are rewashed at no extra cost. Clean clothes are then packed in clean bags and labeled with customer details.

### *6.1.6 Delivery and Customer Handover*

Packed laundry is delivered back to customers within 24 to 48 hours. Customers receive messages before delivery and when the driver is on the way. Staff confirm customer details during delivery and record proof of handover. For subscription customers, deliveries follow fixed schedules. If customers are unavailable, staff contact them to arrange a new delivery time. This system ensures that laundry returns safely and on time.

## **6.2 Laundry Operations and Quality Control**

Quality control ensures that customers receive clean, fresh, and well-handled clothes every time. Our business follows clear and concise rules and procedures to maintain high service standards and protect customer garments. We believe by complying to our highly renowned standards in laundry service will help customers to experience the best quality and service when doing laundry as sometimes things might go south. We are committed to provide stress-free laundry services that offer top-notch clean and hygienic washes to customers' laundry. In this section, we will do a further analysis and simple breakdown on each and every single standard imposed and expected by our service specially crafted and provided to the customers.

Area	Standard	Staff Responsible	Monitoring Method
Sorting	Separated by color (darker, and lighter colored clothes) and fabric type for easy and optimal clothing care wash	Laundry Assistants	Laundry Supervisor will do detailed check ups
Washing	Correct detergent type, suitable wash temperature and cycle will be used for deep cleaning	Laundry Assistants	Input-base machine log
Drying	Zero to none damp or wet clothing when completed	Laundry Assistants	Physical Inspection
Folding	Neat and organized clothes	Laundry Assistants	Visual Inspection on site
Packing	Clean, Secure, and Sealed packaging	Laundry Assistants	Laundry Supervisor will review beforehand
Delivery	On-time handover	Delivery Staff	Customer will confirm delivery

**Table 20 : Quality Control Standards**

*6.2.1 Standard Operating Procedures (SOPs)*

SOPs play an important role in our laundry service as it serves as our guidance that we follow and compliance through every single task we conduct during operational hours. Our SOPs provide a concise guide to staff on matters such as clothes sorting, detergent usage, choosing the appropriate wash cycles, splendid drying times, effective and time-saving folding style, and many more laundry related guidance. These SOPs help one to reduce the possibility of

making diabolical and troublesome mistakes that could hinder and shatter overall business operations. All staff will receive proper training on SOPs before even starting to report to duty daily. These guides can be easily accessed through multiple physical and softcopy for further guidance during working hours if were to face any problems at hand.

### *6.2.2 Fabric Care and Clothing Protection*

The clothes are washed strictly based on their care labels in order to avoid damage such as shrinkage, fading, etc. The clothes are inspected carefully before washing in order to identify the appropriate washing method. The washing machines are programmed in such a manner that clothes like silk, lace, wool, and many more are kept away from normal clothes and are cleaned with gentle washing cycles. Mild washing agents are used in order to retain the texture, color, and overall quality of the clothing materials. The zippers, buttons, hooks, etc., are fastened properly before washing to avoid damage such as tearing, and discoloring of clothes. These processes not only add a longer life to clothing, but they also ensure that there is less probability of complaints from customers. This, in turn, adds a high value to the service provided.

### *6.2.3 Hygiene and Cleanliness Standards*

The laundry facility follows good hygiene and sanitation practices to ensure a clean environment. The washing and drying machines are cleaned and checked daily to ensure that the facility does not get contaminated while at the same time promoting efficiency in the working of the washing and drying machines. The folding tables, carts, baskets, and storage facilities are disinfected at a regular schedule. The employees are provided with adequate safety gear, such as gloves, aprons, and masks, where the situation arises. Good hand hygiene practices are followed by all the employees. The detergents, cleaning, and chemical substances are stored in suitable containers, followed by the storage of these detergents and cleaning materials to ensure that there is no spillage, which in turn could cause a lot of harm to the environment. The wastewater is also properly handled to ensure that it does not contaminate the environment.

#### *6.2.4 Inspection and Rewashing Process*

Each laundry order is examined carefully prior to packing. The number of clothing items is accurately taken count of so that any items are not left behind. The laundry is also cleaned so that it is dry. Any stains or odors are inspected when the laundry is cleaned. This contributes to quality assurance because, in the event of any stains, laundry is cleaned again without any extra charges. In instances where items are damaged, the customer is quickly informed. The process is governed by rules pertaining to compensation. The staff always communicate honestly with the customers. By doing so helps us to identify which clothes require re-washing and proper care thus allowing customers to have clean laundry even if it is issued after the first wash or dry had been done. We as a business service provider will compensate for any unwanted or raised issues if customers were not satisfied with our service as we mainly prioritize customer satisfaction and experience above all aspects.

#### *6.2.5 Customer Feedback and Improvement*

Customers are encouraged to give feedback through messages or surveys that can be conducted via online platforms for smoother and easier feedback analysis. Feedback is reviewed monthly to identify service problems and improvement areas. Our business tracks performance indicators such as delivery time, customer complaints, repeat orders, and satisfaction ratings. This accumulated feedback was paramount in navigating and enhancing our real-time customer service to ensure the best possible service provided with excellent customer service for our beloved customers. Improvements are made based on this data to ensure better service quality over time.

## 6.3 Management Staff Resume

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# AMER REZZA

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- 



## SUMMARY

Motivated Master of Business Administration graduate with strong skills in business strategy, financial analysis, and operations management. Experienced in conducting market research, developing business solutions, and supporting organizational performance through data-driven decision-making. Seeking an entry-level executive or management trainee role in a growth-oriented organization.

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## WORK EXPERIENCE

### Management Trainee

Maybank Berhad — Kuala Lumpur, Malaysia

August 2024 – February 2025

- Assisted branch managers in daily operations, customer service improvement, and performance reporting
- Conducted financial and market analysis to support business planning initiatives
- Prepared presentations and reports for senior management review
- Contributed to process improvement initiatives that enhanced service efficiency

### Business Operations Intern

Telekom Malaysia Berhad — Cyberjaya, Malaysia

March 2023 – August 2023

- Supported operations planning and performance monitoring across business units
  - Analyzed operational data and prepared weekly dashboards for management
  - Assisted in improving internal workflows and documentation systems
  - Collaborated with cross-functional teams on service delivery projects
- 

## EDUCATION

### Master of Business Administration (MBA)

Universiti Malaya (UM) — Kuala Lumpur, Malaysia

September 2023 – July 2025

- Specialization: Strategic Management & Business Analytics

### Bachelor of Business Administration (Hons)

Universiti Teknologi MARA (UiTM) — Shah Alam, Selangor

September 2019 – July 2023

- Major: Business Management
- 

## CERTIFICATES

- Google Data Analytics Professional Certificate
- Financial Modeling & Valuation Analyst (FMVA®) — Corporate Finance Institute
- Project Management Fundamentals — HRD Corp Malaysia

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## SUMMARY

Business postgraduate with a strong foundation in marketing strategy, corporate finance, and organizational development. Known for delivering structured solutions through research, data analysis, and stakeholder coordination. Seeking an executive-level role where analytical thinking and business planning skills can drive measurable performance improvements.

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## WORK EXPERIENCE

### Strategy & Planning Executive (Graduate Program)

Sime Darby Berhad, Kuala Lumpur

October 2024 – June 2025

- Supported corporate strategy reviews by preparing industry analysis and competitor benchmarking reports
- Assisted in developing business performance dashboards and financial summaries
- Coordinated cross-department projects to improve operational alignment and reporting accuracy
- Contributed to management presentations and strategic planning sessions

### Marketing & Business Development Intern

AirAsia Berhad, Sepang, Selangor

February 2023 – July 2023

- Conducted market research to support campaign planning and route promotions
  - Analyzed customer data and prepared sales performance reports
  - Assisted in partnership proposals and promotional strategy development
  - Supported digital marketing initiatives and customer engagement activities
- 

## EDUCATION

### Master of Management (Business)

Universiti Putra Malaysia (UPM), Serdang

September 2023 – August 2025

### Bachelor of Business (Hons) Marketing

Universiti Utara Malaysia (UUM), Sintok, Kedah

September 2019 – July 2023

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## CERTIFICATES

- Professional Certificate in Digital Marketing — MDEC Malaysia
  - Certified Business Analysis Professional (CBAP®) — IIBA
  - Microsoft Excel for Business — Coursera
-

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# IFWAT RASHIDAN

No.8, Jalan Bruno Fernandez, 10400 George Town, Pulau Pinang

- 0112735916
  - nasikandaqpenang@gmail.com
- 



## SUMMARY

Analytical business postgraduate specializing in financial planning, risk assessment, and performance management. Strong in budgeting, reporting, and stakeholder communication, with experience supporting corporate decision-making in fast-paced environments.

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## WORK EXPERIENCE

### Finance & Operations Executive

Tenaga Nasional Berhad (TNB), Kuala Lumpur

September 2024 – May 2025

- Supported budgeting, forecasting, and financial reporting processes
- Prepared variance analysis reports and assisted in cost optimization initiatives
- Coordinated operational performance reviews with internal stakeholders
- Assisted in improving financial documentation and compliance procedures

### Finance Intern

Petronas Dagangan Berhad, Kuala Lumpur

January 2023 – June 2023

- Assisted in financial data consolidation and monthly reporting activities
  - Conducted cost tracking and prepared expense summaries
  - Supported procurement documentation and invoice reconciliation
  - Contributed to internal audits and compliance reviews
- 

## EDUCATION

### Master of Business Administration (Finance)

Universiti Kebangsaan Malaysia (UKM), Bangi

October 2023 – September 2025

### Bachelor of Accounting (Hons)

International Islamic University Malaysia (IIUM), Gombak

September 2019 – July 2023

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## CERTIFICATES

- Certified Management Accountant (CMA®) — IMA
- Advanced Financial Modeling — Corporate Finance Institute
- SAP Financial Accounting (FI) Fundamentals

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# FAZREN IDHAM

Lot 77, Jalan Indah, 88450 Kota Kinabalu, Sabah

- 0171824365
  - fazdobiexpress@gmail.com
- 



## SUMMARY

Operations-focused business graduate with strengths in process optimization, supply chain coordination, and performance monitoring. Experienced in improving workflow efficiency and supporting service excellence initiatives across cross-functional teams.

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## WORK EXPERIENCE

### Operations Executive

Pos Malaysia Berhad, Shah Alam

August 2024 – April 2025

- Monitored daily logistics operations and delivery performance metrics
- Supported process improvement initiatives that reduced turnaround times
- Prepared operational reports and assisted branch performance reviews
- Coordinated with vendors and internal teams to resolve service issues

### Supply Chain Intern

Nestlé (Malaysia) Berhad, Petaling Jaya

February 2023 – July 2023

- Assisted in inventory tracking, demand planning, and procurement documentation
  - Supported warehouse operations and logistics scheduling
  - Prepared performance dashboards and operational summaries
  - Participated in continuous improvement initiatives within distribution centers
- 

## EDUCATION

### Master of Business Management (Operations)

Universiti Teknologi Malaysia (UTM), Skudai

September 2023 – August 2025

### Bachelor of Business Administration (Logistics & Supply Chain)

Universiti Malaysia Terengganu (UMT), Kuala Terengganu

September 2019 – July 2023

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## CERTIFICATES

- Certified Supply Chain Professional (CSCP®) — APICS
- Lean Six Sigma Yellow Belt
- Logistics & Inventory Management — HRD Corp Malaysia

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# RABIATUL INSYIRAH

No.19, Jalan Sutera 3/2, Taman Sutera Utama, 81300 Skudai, Johor

- 0102871649
  - moneycollector224@gmail.com
- 



## SUMMARY

People-oriented business postgraduate with strengths in talent development, employee engagement, and organizational effectiveness. Experienced in HR operations, performance management systems, and workforce analytics within structured corporate environments.

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## WORK EXPERIENCE

### Human Resources Executive

Axiata Group Berhad, Kuala Lumpur

October 2024 – June 2025

- Supported recruitment, onboarding, and employee engagement initiatives
- Prepared workforce reports and assisted performance management cycles
- Coordinated training programs and internal development workshops
- Assisted HR policy implementation and documentation management

### Human Resources Intern

CIMB Group, Kuala Lumpur

January 2023 – June 2023

- Supported recruitment administration, interview scheduling, and onboarding
  - Maintained employee records and HR databases
  - Assisted payroll documentation and employee engagement activities
  - Supported training coordination and HR reporting
- 

## EDUCATION

### Master of Human Resource Management

Universiti Sains Malaysia (USM), Penang

September 2023 – August 2025

### Bachelor of Business Administration (Human Resource Management)

Management & Science University (MSU), Shah Alam

September 2019 – July 2023

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## CERTIFICATES

- Chartered Institute of Personnel and Development (CIPD) Level 5
- HR Analytics Professional Certificate — Coursera
- Employment Act & Industrial Relations Compliance — Malaysian Employers Federation

## 6.4 Staffing and Roles

Staff members play an important role in ensuring smooth operations and high service quality. The business uses clear job roles, training programs, and performance monitoring systems to support effective teamwork. Apparently, our company is currently short staffed and the positions were distributed well with the roles and responsibilities that should be included in order to properly run the business seamlessly.

### 6.4.1 Organizational Structure

The operational team includes:

- General Manager
- Operations Manager
- Finance and Administration Manager
- Marketing and Customer Relations Manager
- Human Resources and Quality Control Manager
- Laundry Assistants (Part-Timers)
- Delivery and Customer Service Staff (Part-Timers)

Each role has specific responsibilities to ensure tasks are completed correctly and on time.

### 6.4.2 General Manager Duties

Responsible for overall business leadership and strategic direction. Oversees daily operations, sets business goals, monitors performance, and ensures alignment with the company's vision and mission. Makes key management decisions, handles major customer issues, and ensures compliance with legal and operational standards. Coordinates communication among departments and ensures efficient teamwork. This position holds the most responsibility out of all positions available as everything or every bit of decision-making and future planning must and will be conducted by the general manager acting as the main leader that leads with example and charismatic values.

#### *6.4.3 Operations Manager Duties*

Manages day-to-day laundry operations including pickup and delivery scheduling, washing, drying, and folding processes. Ensures operational efficiency, hygiene standards, and timely service delivery. Monitors equipment usage and maintenance, manages workflow, and resolves operational issues.

#### *6.4.4 Finance and Administration Manager*

Oversees financial management and administrative functions. Responsible for budgeting, expense tracking, financial record-keeping, invoicing, and payment monitoring. Handles documentation, scheduling, and internal records to support smooth business operations and financial transparency.

#### *6.4.5 Marketing and Customer Relations Manager*

Responsible for promoting our business and building brand awareness. Plans and executes marketing strategies through social media, campus promotions, and word-of-mouth marketing. Manages customer inquiries, feedback, and complaints while maintaining strong customer relationships and loyalty.

#### *6.4.6 Human Resources and Quality Control Manager*

Human Resources and Quality Control Manager oversees staffing coordination, training, and performance monitoring. Ensures employees follow hygiene and operational procedures. Conducts quality inspections and service evaluations to maintain high service standards. Supports management service standards. Supports management in maintaining a positive work flow.

#### *6.4.7 Laundry Assistant Duties*

As our service is currently short-staffed, laundry assistants were essential in making sure our service runs smoothly and efficiently everyday. Laundry assistants will perform most of the laundry-based action using the implemented SOP for a clear and concise work flow guide to all laundry assistants. Some of the duties taken care by these assistants includes clothes sorting, washing, drying, folding, and packing as mentioned precisely on the SOPs thus ensuring cleanliness and efficient working environment and space. Moreover, these assigned staff will also help in monitoring and checking of the laundry inventory, cleaning the machines, preparing orders, and maintaining smooth operational hours throughout the whole day. During busy periods, such as weekend evenings, and weekends in general. Laundry assistants may move between different departments and tasks to support and ensure efficient overall workflow.

#### *6.4.8 Delivery and Customer Service Duties*

As for delivery duties, our designated staff will handle delivery services by ensuring on-time delivery were to be conducted seamlessly throughout every single order that has been made. Nevertheless, if delivery staff were unable to deliver the customer's goods on-time, a voucher will be given as an alternative approach for unprecedented and late delivery issues making sure that customers are happy and satisfied with our service. Customer service staff manage bookings, respond to inquiries, handle complaints, and collect feedback. They communicate closely with operations staff to ensure accurate order fulfillment. By doing so helps to diminish quality and customer service disparity between our staff and students as the main customer for our service.

#### 6.4.9 Staff Training and Development

To ensure smooth operations and seamless service conducted by our company, each and every single staff were to receive a comprehensive customer service and laundry operating training that covers all the basic utility and needs to run and operate laundry service thoroughly. Some of the components explored within the training framework includes efficient laundry operating techniques, hygiene standards, exceptional customer service skills, safety procedures, proper laundry equipment handling, and many more. Every new staff who were just employed are required to complete these training as it is compulsory for staff training and skill development. This matter improves staff's overall performance and service quality ensuring the best possible service can be provided daily.

#### 6.4.10 Human Resource Details

Name	Position	Roles and Responsibilities
Amer Rezza bin Armein	General Manager	Responsible for overall business leadership and strategic direction. Oversees daily operations, sets business goals, monitors performance, and ensures alignment with the company's vision and mission. Makes key management decisions, handles major customer issues, and ensures compliance with legal and operational standards. Coordinates communication among departments and ensures efficient teamwork.

Ahmad Raiyan Iman bin Azwan	Operations Manager	Manages day-to-day laundry operations including pickup and delivery scheduling, washing, drying, and folding processes. Ensures operational efficiency, hygiene standards, and timely service delivery. Monitors equipment usage and maintenance, manages workflow, and resolves operational issues.
Muhammad Ifwat bin Rashidan	Finance and Administration Manager	Oversees financial management and administrative functions. Responsible for budgeting, expense tracking, financial record-keeping, invoicing, and payment monitoring. Handles documentation, scheduling, and internal records to support smooth business operations and financial transparency.
Muhammad Fazren Idham bin Ismail	Marketing and Customer Relations Manager	Responsible for promoting our business and building brand awareness. Plans and executes marketing strategies through social media, campus promotions, and word-of-mouth marketing. Manages customer inquiries, feedback, and complaints while maintaining strong customer relationships and loyalty.
Rabiatul Insyirah binti Mohd Ridzuan	Human Resources and Quality Control Manager	Oversees staffing coordination, training, and performance monitoring. Ensures employees follow hygiene and operational procedures. Conducts quality inspections and service evaluations to maintain high service standards. Supports management in maintaining a positive work flow.

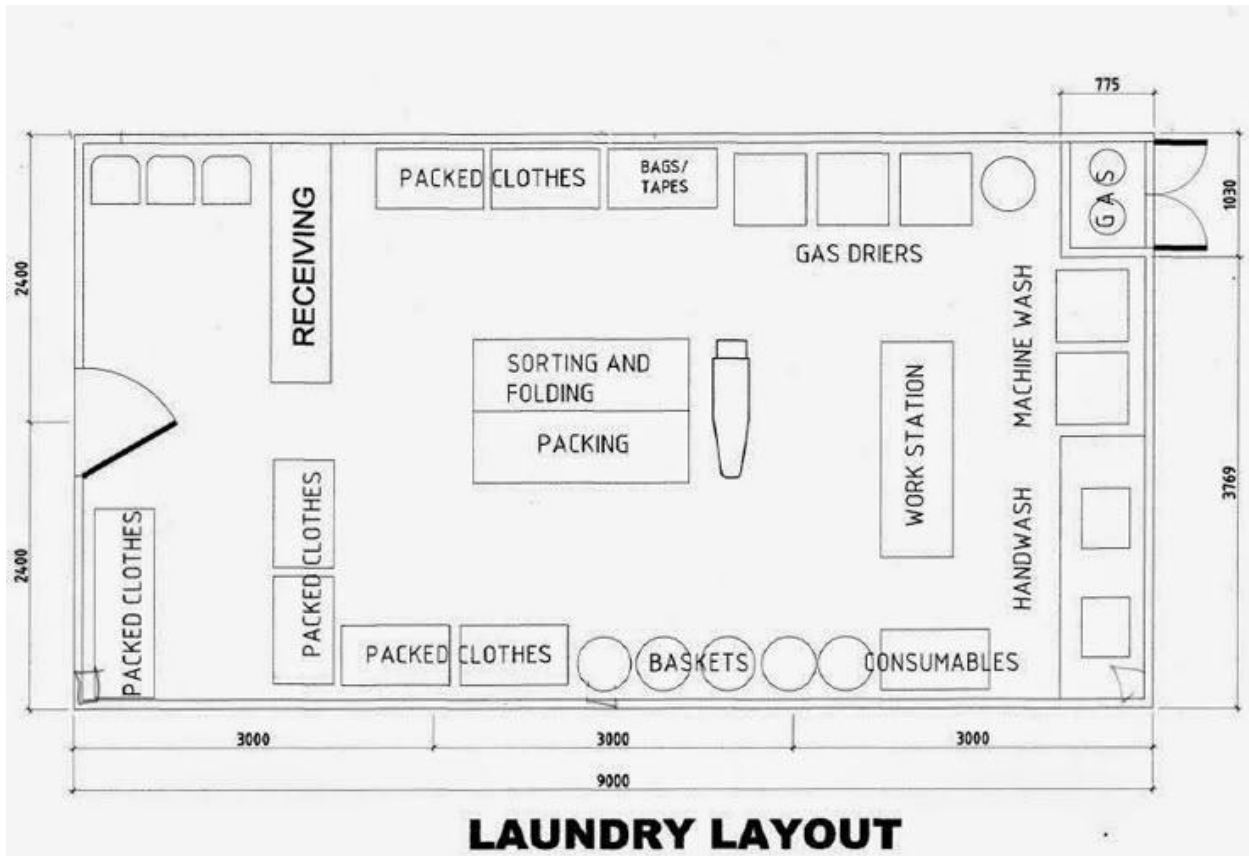
**Table 21 : Human Resource Details**

6.4.11 Staffing Compensation

Staff Name	Position	Position Type	Status	Monthly Salary	Additional Benefit
Amer Rezza bin Armein	General Manager	Permanent Staff	Full Time	RM 4000 (Allowance)	Management allowance, Performance bonus
Ahmad Raiyan Iman bin Azwan	Operations Manager	Permanent Staff	Full Time	RM 3700 (Allowance)	Monthly allowance, EPF, SOCSO, Performance incentive
Muhammad Ifwat bin Rashidan	Finance and Administration Manager	Permanent Staff	Full Time	RM 3500	Monthly allowance, EPF, SOCSO, Performance incentive
Muhammad Fazren Idham bin Ismail	Marketing and Customer Relations Manager	Permanent Staff	Full Time	RM 3300	Monthly allowance, EPF, SOCSO, Performance incentive
Rabiatul Insyirah binti Mohd Ridzuan	Human Resources and Quality Control Manager	Permanent Staff	Full Time	RM3000	Monthly allowance, EPF, SOCSO, Performance incentive

**Table 22 : Staffing Compensation**

## 6.5 Designed Floor Plan



*Figure 5 : Floor Plan*

## **7.0 BUSINESS MODEL**

The primary revenue stream of our business is generated through weight-based laundry charges. With an average price of RM6 per kilogram and an estimated average load of 5 kilograms per order, each transaction generates approximately RM30 in revenue.

Assuming a daily order volume of 10 to 20 customers, our business demonstrates strong potential for stable daily and monthly income. Additional revenue is generated through express services, special care items, and monthly subscription packages.

The subscription model enhances revenue predictability and customer retention, while operational efficiency is achieved through route-based delivery scheduling and standardized laundry processes. Overall, the business model is scalable and capable of adapting to increased demand over time.

### **7.1 Key Partners**

CampusClean Laundry Services Sdn. Bhd. collaborates with several key partners to ensure smooth operations and service quality. Suppliers of detergents, cleaning chemicals, and packaging materials play an important role in maintaining hygiene standards. Equipment suppliers and maintenance providers support the upkeep of washing machines and dryers to ensure uninterrupted operations. In addition, digital communication platforms such as WhatsApp serve as informal technology partners by enabling order placement, customer communication, and service coordination.

### **7.2 Key Activities**

The core activities of CampusClean Laundry Services include laundry pick-up, washing, drying, folding, quality inspection, and delivery. Daily operational activities also involve scheduling pick-up and delivery routes, managing customer orders, monitoring turnaround time, and ensuring hygiene compliance. Marketing activities such as social media promotion, poster distribution, and customer engagement are carried out to attract and retain student customers.

### **7.3 Value Proposition**

CampusClean Laundry Services offers strong value to students by providing a convenient door-to-door laundry solution. The service saves time, reduces physical effort, and eliminates the need to queue at selfservice laundromats. Affordable pricing, flexible subscription packages, and guaranteed turnaround time of 24 to 48 hours enhance customer satisfaction. The focus on hygiene, reliability, and student-friendly services differentiates CampusClean from traditional laundry providers.

### **7.4 Customer Segments and Customer Relationships**

The primary customer segment consists of UiTM Puncak Perdana students, especially those residing in on campus hostels. These students experience limited access to laundry facilities and high time constraints. Customer relationships are maintained through responsive communication, consistent service quality, and feedback management. Loyalty is encouraged through subscription packages, repeat usage, and reliable service delivery.

### **7.5 Revenue Streams and Cost Structure**

The primary customer segment consists of UiTM Puncak Perdana students, especially those residing in on campus hostels. These students experience limited access to laundry facilities and high time constraints. Customer relationships are maintained through responsive communication, consistent service quality, and feedback management. Loyalty is encouraged through subscription packages, repeat usage, and reliable service delivery.

Revenue Source	Description	Contribution To Business
WEIGHT-BASED PRICING	RM5–RM7 per kilogram laundry service	Main daily income source
SUBSCRIPTION PACKAGES	Monthly prepaid laundry plans	Predictable and recurring revenue
EXPRESS SERVICE	24-hour turnaround with additional fee	Higher margin service
SPECIAL CARE ITEMS	Delicate or bulky items (blankets, curtains)	Additional income per order

*Table 23 : Revenue Streams*

**7.6 Pricing and Average Revenue per Order**

Item	Description	Estimated Amount (Rm)
Average laundry weight	5 kg per order	-
Average price per kg	RM6	-
Revenue per order	5 kg × RM6	30
Estimated daily orders	15 orders	-
Estimated daily revenue	15 × RM30	450

*Table 24 : Pricing and Average Revenue per Order*

### 7.7 Estimated Monthly Revenue Projection

Category	Calculation	Monthly Revenue (Rm)
Standard orders	RM450 × 30 days	13,500
Subscription customers	20 customers × RM85	1,700
Express & special services	Estimated	800
<b>Total Estimated Monthly Revenue</b>		<b>16,000</b>

*Table 25 : Estimated Monthly Revenue Projection*

### 7.8 Fixed Costs

Cost Item	Description	Estimated Monthly Cost (Rm)
Rental	Laundry facility rental	1,200
Utilities	Minimum electricity & water charges	400
Internet & Communication	Mobile data & WiFi	100
Equipment depreciation	Washing machines & dryers	300
<b>Total Fixed Costs</b>		<b>2,000</b>

*Table 26 : Fixed Costs*

### 7.9 Variable Costs

Cost Item	Description	Estimated Monthly Cost (Rm)
Detergens & chemicals	Based on usage volume	1,200
Water & electricity	Usage-based utilities	800
Labour wages	Laundry operator & delivery staff	2,500
Transportation fuel	Pickup & delivery	600
Packaging materials	Plastic bags & labels	300
<b>Total Variable Cost</b>		<b>5,400</b>

*Table 27 : Variable Cost*

### 7.10 Estimated Monthly Profit Summary

Description	Amount (Rm)
Total Monthly Revenue	16,000
Total Fixed Costs	(2,000)
Total Variable Costs	(5,400)
<b>Estimated Net Profit</b>	<b>8,600</b>

*Table 28 : Estimated Monthly Profit Summary*

The financial structure demonstrates that CampusClean Laundry Services Sdn. Bhd. has strong profit potential due to consistent demand, controlled costs, and multiple revenue streams. The combination of daily transactions and subscription-based income ensures stable cash flow, while careful cost management supports long-term sustainability and future expansion.

## 8.0 FINANCIAL PROJECTION

### 8.1 Start-Up Cost

The rent, operating model, and monthly budgets (e.g., detergents RM1,200; packaging RM300; marketing RM500) are from your plan. For hardware and compliance items (washer/dryer stack, fire extinguisher, weighing scale, SSM fees, motorcycle), I used current Malaysia prices as references.

Category	Item & Rationale	Quantity	Unit Cost (RM)	Subtotal (RM)	Source
Premises – Deposits & Advance	Security deposit (2 months' rent @ RM1,200)	2	1,200	2,400	Deposit practice for MY tenancies commonly 2 months security + utility deposit; rent per your plan.
	Utility deposit (1 month's rent)	1	1,200	1,200	Same sources as above.
	Advance first month's rent	1	1,200	1,200	Your plan's rent.
Laundry Equipment	Speed Queen stacked commercial washer+dryer (10–14 kg)—closest to your “commercial-grade” intent; aligns with your depreciation of ~RM300+/month over ~5 years	1	19,999	19,999	Current listing (Selangor).
	150 kg platform weighing	1	200	200	Typical

	scale (for bag-in take-in)				e-commerce pricing (MY).
Safety & Compliance	9 kg ABC dry-powder fire extinguisher with BOMBA license	1	148	148	Local supplier price incl. license.
Transport (Pickup/Delivery)	Used kapchai (e.g., Wave/RSX/NVX class) for campus routing	1	3,500	3,500	Market range for used bikes (MY marketplaces).
Registration & Licensing	SSM: name reservation + Sdn. Bhd. incorporation	1	1,050	1,050	Official fee table: RM50 (name) + RM1,000 (incorporation).
Initial Consumables	Detergents & chemicals (1 month opening stock based on your budget)	-	-	1,200	Monthly budget per plan; 10 kg liquid detergent typically ~RM25–35 as a check.
	Packaging (bags/labels) initial stock (1 month, per plan)	-	-	300	Monthly budget per plan; LDPE clear bag pricing reference.
Launch Promotion	Posters/flyers/intro offers (per your monthly marketing budget)	-	-	500	Your plan's monthly marketing budget.
	<b>Total Start-Up Cost</b>			<b>31,697</b>	

*Table 29 : Start-Up Cost*

## 8.2 Projected Sales & Purchases (Year 1)

### 8.2.1 Projected Sales (Monthly & Annual)

The following uses your Section 7.6–7.7 assumptions: 15 orders/day × RM30 = RM450/day and the monthly revenue breakdown (Standard orders RM13,500; Subscriptions RM1,700; Express & special RM800; Total RM16,000). I’ve repeated the Month-1 figures across Year-1 for a conservative, steady-state baseline.

Month	Standard Orders (RM)	Subscriptions (RM)	Express & Special (RM)	Total Sales (RM)
1	13,500	1,700	800	16,000
2	13,500	1,700	800	16,000
3	13,500	1,700	800	16,000
4	13,500	1,700	800	16,000
5	13,500	1,700	800	16,000
6	13,500	1,700	800	16,000
7	13,500	1,700	800	16,000
8	13,500	1,700	800	16,000
9	13,500	1,700	800	16,000
10	13,500	1,700	800	16,000
11	13,500	1,700	800	16,000
12	13,500	1,700	800	16,000
<b>Year-1 Total</b>	<b>162,000</b>	<b>20,400</b>	<b>9,600</b>	<b>192,000</b>

*Table 30 : Projected Sales*

- Cross-check: 15 orders/day × RM30 = RM450/day; × 30 days = RM13,500/month (Standard). Adding RM1,700 subscriptions + RM800 express/special = RM16,000/month,

### 8.2.2 Projected Purchases of Consumables (Monthly & Annual)

In services, “purchases” generally refers to consumables. Below I’ve budgeted detergent/chemicals and packaging using your Section 7.9 monthly amounts. (Unit-price references are shown to demonstrate feasibility.)

Month	Detergents & Chemicals (RM)	Packaging Materials (RM)	Total Purchases (RM)
1–12 (each month)	1,200	300	1,500
<b>Year-1 Total</b>	<b>14,400</b>	<b>3,600</b>	<b>18,000</b>

*Table 31 : Projected Purchases of Consumables*

The detergent cost used in the financial projection is reasonable and consistent with prevailing market prices in Malaysia. Commercial liquid detergent is commonly priced between RM25 and RM35 for a 10-kilogram container, which supports the allocated monthly detergent budget of RM1,200 based on the expected laundry volume. This pricing assumption ensures that detergent expenses are neither overstated nor understated and reflect realistic operating conditions.

The packaging cost assumption is also aligned with current market rates. Clear LDPE laundry bags, typically sold in bulk packs such as 2-kilogram bundles, are priced at approximately RM22 to RM23 per pack. This pricing supports the estimated monthly packaging budget of RM300 and is appropriate for the projected number of customer orders handled by the business.

Other operating expenses such as staff wages, fuel costs, and usage-based utilities are classified separately from purchases in accordance with standard accounting practices. These costs are reflected under variable costs of RM5,400 per month and fixed costs of RM2,000

per month. While they contribute directly to the profit and loss statement, they are excluded from the “purchases” table to maintain clarity and consistency in financial reporting.

### **8.3 Project Implementation Cost & Sources Of Finance**

The working capital requirement is estimated to cover one month of operations, including administrative, marketing, and operational expenses, based on the budgets outlined in Section 7. This ensures that the business is able to meet its short-term financial obligations during the initial stage of operation before generating stable cash inflows.

The machinery and equipment cost includes the purchase of a commercial stacked washer and dryer, estimated at approximately RM19,999, as well as essential supporting items such as a platform weighing scale and a fire extinguisher that complies with BOMBA licensing requirements. These assets are necessary to support daily laundry operations and to ensure safety and regulatory compliance.

Pre-operational expenses consist of mandatory business setup costs such as SSM registration fees, rental deposits and advance payments, opening inventory, and promotional activities for the business launch. These costs are incurred before operations begin and are essential for ensuring a smooth and professional start-up process.

A contingency provision is included to account for unforeseen expenses and potential cost variations during the startup phase. The contingency amount is calculated at 10 percent of the total fixed assets and pre-operational costs, amounting to RM3,170 after rounding. This buffer helps reduce financial risk and improves business stability.

The proposed financing structure is designed to be realistic and suitable for a student-led venture. A hire-purchase arrangement is used to finance part of the machinery cost, reducing the burden of large upfront payments. A loan is allocated to support working capital needs and provide a small contingency buffer, while the remaining startup costs are funded through the owners' own capital. This balanced financing approach supports financial feasibility while minimising excessive financial risk.

Project Implementation Cost	Sources of Finance					Own Contribution	
	Cost	Loan	Hire-Purchase	Cash	Existing Assets	F.	
Requirements	Cost	Loan	Hire-Purchase	Cash	Existing Assets	F.	
Fixed Assets							
Office equipment	0	0	0	0	0		
Furniture & equipment (folding tables/racks)*	0	0	0	0	0		
Signboard	0	0	0	0	0		
Machinery & Equipment (stacked washer/d	20,347	0	15,000	5,347	0		
• Speed Queen stacked 10–14 kg (ref. listing)	(19,999)						
• 150 kg platform scale (ref. e-commerce range)	(200)						

• 9 kg ABC extinguisher incl. BOMBA license	(148)				
Transport – Delivery motorcycle (used)	3,500	0	0	3,500	0
Working Capital (**1					
Administrative (rent, utilities, internet, depreciation bucket as per plan)	2,000	2,000	0	0	0
Marketing (monthly)	500	0	0	500	0
Operations (variable costs: labour, fuel, usage-based utilities, packaging top-up)	5,400	5,400	0	0	0
Pre-Operations & Other Expenditure					
SSM name reservation + Sdn. Bhd. incorporation	1,050	0	0	1,050	0

Rental deposits & advance (2 + 1 practice @ RM1,200/mth)	4,800	0	0	4,800	0
Opening inventory (detergents RM1,200 + packaging RM300)	1,500	0	0	1,500	0
Launch promotion (posters/flyers/intro offers)	500	0	0	500	0
Contingencies (10%)	3,170	1,000	0	2,170	0
<b>TOTAL</b>	<b>42,767</b>	<b>8,400</b>	<b>15,000</b>	<b>19,367</b>	<b>0</b>

*Table 32 : Project Implementation Cost & Sources Of Finance*

## 8.4 Cash Flows

8.4 Cash Flow Statement (Direct Method) - CampusClean Laundry Services Sdn. Bhd.															
Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Year 1	Total Year 2	Total Year 3
<b>CASH INFLOW</b>															
Standard orders	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	162,000	178,200	196,020
Subscription package	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	20,400	22,440	24,664
Express & special ser	800	800	800	800	800	800	800	800	800	800	800	800	9,600	10,560	11,616
<b>TOTAL CASH INFLOW</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>192,000</b>	<b>211,200</b>	<b>232,320</b>
<b>CASH OUTFLOW</b>															
Detergents & chemis	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400	15,840	17,424
Water & electricity (u	800	800	800	800	800	800	800	800	800	800	800	800	9,600	10,560	11,616
Labour wages	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000	33,000	36,300
Transportation fuel	600	600	600	600	600	600	600	600	600	600	600	600	7,200	7,920	8,712
Packaging materials	300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,960	4,296
Rental	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400	15,120	15,876
Utilities (municip	400	400	400	400	400	400	400	400	400	400	400	400	4,800	5,040	5,292
Internet & communic	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,260	1,323
Marketing & promo	500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,600	7,260
Loan repayment (inc	256	256	256	256	256	256	256	256	256	256	256	256	3,072	3,072	3,072
Hire purchase repay	470	470	470	470	470	470	470	470	470	470	470	470	5,640	5,640	5,640
<b>TOTAL CASH OUTFLOW</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>8,324</b>	<b>99,812</b>	<b>108,012</b>	<b>116,871</b>
<b>CASH SURPLUS / (DEF)</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>7,676</b>	<b>92,188</b>	<b>103,188</b>	<b>115,449</b>
<b>BEGINNING CASH BAL</b>	<b>11,070</b>	<b>18,744</b>	<b>26,418</b>	<b>34,092</b>	<b>41,766</b>	<b>49,440</b>	<b>57,114</b>	<b>64,788</b>	<b>72,462</b>	<b>80,136</b>	<b>87,810</b>	<b>95,484</b>	<b>11,070</b>	<b>103,128</b>	<b>205,346</b>
<b>ENDING CASH BALANC</b>	<b>18,744</b>	<b>26,418</b>	<b>34,092</b>	<b>41,766</b>	<b>49,440</b>	<b>57,114</b>	<b>64,788</b>	<b>72,462</b>	<b>80,136</b>	<b>87,810</b>	<b>95,484</b>	<b>103,158</b>	<b>103,158</b>	<b>205,346</b>	<b>321,795</b>

Table 33 : Cash Flows

## 8.5 Income Statement

### 8.5 Income Statement - CampusClean Laundry Services Sdn. Bhd.

8.5 Income Statement	Year 1	Year 2	Year 3
<b>Sales</b>	<b>192,000</b>	<b>211,200</b>	<b>232,320</b>
Less: Direct Cost of Services	64,800	71,280	78,408
<b>Gross Profit</b>	<b>127,200</b>	<b>139,920</b>	<b>153,912</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	20,400	21,420	22,491
Marketing Expenditure	6,000	6,600	7,260
Other Expenditure	0	0	0
Business Registration & Licences	1,050	0	0
Insurance & Road Tax for Motor Vehi	300	300	300
Other Pre-Operation Expenditure	500	0	0
Interest on Hire-Purchase	1,034	651	237
Interest on Loan	432	270	97
Depreciation of Fixed Assets	3,600	3,600	3,600
<b>Total Expenditure</b>	<b>33,316</b>	<b>32,841</b>	<b>33,985</b>
<b>Net Profit Before Tax</b>	<b>93,884</b>	<b>107,079</b>	<b>119,927</b>
Tax	0	0	0
<b>Net Profit After Tax</b>	<b>93,884</b>	<b>107,079</b>	<b>119,927</b>
<b>Accumulated Net Profit</b>	<b>93,884</b>	<b>200,963</b>	<b>320,890</b>

Table 34 : Income Statement

## 8.6 Balance Sheet

### 8.6 Balance Sheet - CampusClean Laundry Services Sdn. Bhd.

BALANCE SHEET	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
ASSETS			
Non-Current Assets (Book Value)			
Machinery & Equipment (incl. washer/dryer)	19,999	19,999	19,999
Delivery Motorcycle	3,500	3,500	3,500
Fire Safety & Weighing Scale	348	348	348
Less: Accumulated Depreciation	-3,600	-7,200	-10,800
Total Non-Current Assets	20,247	16,647	13,047
Other Assets			
Deposit	4,800	4,800	4,800
Total Other Assets	4,800	4,800	4,800
Current Assets			
Stock of Consumables	1,500	1,500	1,500
Cash Balance	103,158	206,346	321,798
Total Current Assets	104,658	207,846	323,298
TOTAL ASSETS	129,705	229,293	341,145
EQUITY & LIABILITIES			
Equity			
Share Capital / Owner Contribution	19,367	19,367	19,367
Retained Earnings	94,179	201,553	321,778
Total Equity	113,546	220,920	341,145
Liabilities			
Bank Loan (Balance)	5,766	2,969	0
Hire-Purchase (Balance)	10,393	5,404	0
Total Liabilities	16,159	8,373	0
TOTAL EQUITY & LIABILITIES	129,705	229,293	341,145

*Table 35 : Balance Sheet*

## 9.0 PROJECT MILESTONES/SCHEDULE

The project milestones show the main steps and activities needed to successfully launch and operate the laundry service. These milestones provide a clear and systematic timeline that helps guide the business process from the planning stage until full operation. By following and monitoring each milestone, the team can ensure that important tasks are completed on time, teamwork is well-coordinated, and the business is fully prepared before starting official operations.

### 9.1 Main Activities and Deadlines

No	Main Activities	Deadline
1	Business idea development and planning	Week 1
2	Market research and business plan preparation	Week 2 - Week 3
3	Business registration (SSM) and bank account setup	Week 4
4	Securing location and utilities setup	Week 5
5	Purchase of laundry equipment and supplies	Week 6
6	Installation and testing of machines	Week 7
7	Development of standard operating procedures (SOP)	Week 8
8	Staff recruitment and training	Week 9
9	Trial operations and workflow testing	Week 10
10	Soft launch and feedback collection	Week 11
11	Full business operation	Week 12

*Table 36 :Main Activities and Deadlines*

## 9.2 Gantt Chart

A graphic Gantt Chart is provided in this part showing the schedule of each activity from Week 1 to Week 12, horizontally listed by milestone.

Activities / Weeks	1	2	3	4	5	6	7	8	9	10	11	12
Planning & Idea												
Market Research												
Business Registration												
Location Setup												
Equipment Purchase												
Machine Installation												
SOP Development												
Staff Recruitment & Training												
Trial Operations												
Soft Launch												
Full Operation												

*Figure 6 :Gantt Chart of Project Milestones/Schedule*

## **10.0 CONCLUSIONS**

In conclusion, CampusClean Laundry Services Sdn. Bhd. is a viable and practical business venture that addresses a real and recurring problem faced by university students. The increasing academic workload, limited access to laundry facilities, transportation constraints, and time pressure have created strong demand for a convenient, reliable, and affordable laundry pickup and delivery service. Based on the overall analysis presented in this business plan, CampusClean Laundry Services demonstrates strong potential for sustainable operation and long-term growth.

The next step for the entrepreneur is to proceed with the official registration of the business, secure a suitable operating location, and acquire the necessary laundry equipment and operational resources. At the same time, recruitment and training of staff will be carried out to ensure service readiness and quality control. Once operational preparations are completed, the business will move forward with a soft launch to test service efficiency and customer response. To support startup costs and early-stage operations, the entrepreneur will also seek financial assistance through internal capital, grants, or loan approval. With these steps, CampusClean Laundry Services is prepared to transition from the planning stage into full business implementation.