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TEKNOLOGI
MARA

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BACHELOR OF EDUCATION (HONS.) TEACHING ENGLISH AS SECOND
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**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
BUSINESS PLAN:**



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1.0 EXECUTIVE SUMMARY

Shine & Sparkle was founded in 2023. Our head office is situated at Lorong Cakera Purnama 12/19, Seksyen 12, Bandar Puncak Alam, 42300 Selangor. Shine & Sparkle specialises in professional home cleaning services, serving clients such as busy individuals and those preparing their homes for upcoming events. The company's slogan, "Clean Space, Clean Mind", reflects the idea that a clean home helps reduce stress and promote mental calm. A messy home can feel overwhelming and make it hard to relax, while a clean space removes distractions and allows the mind to feel more at ease. The company's objective is to improve clients' well-being by enhancing their living environment. By providing a clean and organised space, the company helps clients feel calmer and more satisfied with the cleaning service, which can positively affect their mood and overall sense of well-being.

The company's office is located in Puncak Alam, Selangor, due to the higher demand for cleaning services in the area compared to other locations. Bandar Puncak Alam is neither too large nor too small, which allows the company to maintain a flexible schedule and accommodate more clients without frequently rejecting bookings due to a full schedule. This location makes the company's operations practical and flexible. The business was developed by seven members with Nur Shaznida as CEO, Nur Nisa as General Manager, Nisrina Alisha as Administration Executive, Siti Nor Asyiqin Natasha as Marketing Executive, Najiha as Operations Executive, Batrisyia as Financial Executive, and Siti Ariena as Human Resources Executive. Our office operates from 8 am to 5 pm to accommodate general meetings, client bookings, and organising our schedule.

Shine & Sparkle is committed to delivering exceptional cleaning solutions that exceed industry standards. Our service offerings include both Basic and Deep Cleaning packages to suit diverse client needs. Clients may customize their service by selecting specific areas for focus, such as the bathroom, living room, kitchen, or bedroom. While our Basic Cleaning provides a thorough and affordable refresh, our Deep Cleaning package offers an intensive, comprehensive service. We ensure every inch of the home is meticulously sanitised and organised, leaving the environment entirely pristine. Furthermore, Shine & Sparkle leverages Instagram and

professional business cards to connect with a wider audience. We have chosen Instagram for its immense popularity and its ability to highlight our service quality through visual content. By combining a tangible local presence with an active social media strategy, we have successfully expanded our market reach and introduced our cleaning solutions to a larger demographic.

2.0 COMPANY PROFILE

2.1 Name of the Organization

The name for our organization is Shine & Sparkle Sdn. Bhd., which matches with our company motto where we want our customers to see and experience how shiny and sparkly their place can be through our service. ‘Shine’ represents our professionalism in making sure the entire place is in the best condition. This also means that we will clean each place, through every nook and cranny, with care and delicacy to ensure there will not be a spot we missed. Meanwhile, ‘Sparkle’ here brings a sense of joy and calm, where our customers can feel at ease once we have done with our service. Our headquarter is located near the Eco Grandeur, Puncak Alam, which is where most of our customers reside. Hence, with this name, we believe that it can pique the interest of our potential customers and attract them.



FIGURE 1. LOGO

We have chosen Shine & Sparkle Sdn. Bhd. as our branding name before the opening day. Thus, we have created this logo to catch the attention of our customers. The reason we choose this logo is to highlight our main service, which is home cleaning service. This is to ensure that our customers can see and understand our company's

business, hence could avoid any confusion that may happen. We choose purple colour to provide a sense of peacefulness, and a hint of sparkles which matches with our name.

VISION

- To be the leading provider of clean, healthy and safer spaces, exceeding our clients needs.

MISSION

- To provide excellent cleaning service to our clients
- To help our clients get their house in the best condition
- To support our clients in their busy days by taking care of their space

2.2 Company History

This company was established in 2023 with the hope to help people with busy lifestyles, whether professionals or students, who struggle to maintain their house clean and comfortable. The concept of this company was developed after observing how people here often have difficulties in balancing their work or study, and personal commitments.

By addressing this situation, the founders of our company realised that there is a need and demand in the market for a reliable and affordable cleaning, hence this company was established as a private limited company to guarantee a systematic growth, limited liability and a structured business framework to operate. Since its incorporation, Shine & Sparkle Sdn. Bhd. has been aiming to coordinate operational efficiency and a skilled workforce, as well as partnerships with reliable and trusted suppliers to deliver high quality and consistent services to our customers.

At present, the company grows progressively in the home cleaning services market while improving our quality and maintaining our price and reliability to increase customer satisfaction. Through this, we aim to secure and enhance our position in the market.

2.3 Legal Structure

Shine & Sparkle Sdn. Bhd. is established as a private limited company (Sdn. Bhd.) under Malaysian business law, hence this allows the company to operate as a separate legal entity which can protect the personal assets of the company shareholders. With this structure, it also allows the company to attract investment and secure funding while expanding our operation to its fullest. The company is owned by its founders and managed by a board of directors with the CEO, General Manager and top management who handle daily operations.

2.4 Key Partner / Management

Shine & Sparkle Sdn. Bhd. is managed by professional teams led by the shareholders. There are clear divisions in management whereby one shareholder manages the operations which includes staff management, quality control and scheduling. Meanwhile, the other oversees administration, marketing, finance and customer service. This is to ensure the smooth running of the business in terms of efficiency and consistency of service delivery.

Alongside internal management, Shine & Sparkle Sdn. Bhd. also forms strategic partnerships with our cleaning products and equipment suppliers to ensure we get high-quality and reliable products and items at the best price, which can reduce our cost. One of our key partnerships is Goodmaid Chemical Corporation Sdn. Bhd. who has been providing floor care, such as floor cleaner, disinfectant detergent and floor polisher.

Through the integration of both expertises in internal management and external support from our trusted partnerships, Shine & Sparkle Sdn. Bhd. is able to focus on meeting customers' needs throughout operations.

2.5 Organization's Background

Name of Organization	Shine & Sparkle
Business Address	Lorong Cakera Purnama 12/19, Seksyen 12, Bandar Puncak Alam, 42300 Selangor.
Website / Email	shine.sparkle@gmail.com
Telephone Number	03-4678 5790
Form of Business	Private Limited Company (Sdn. Bhd.)
Main Activities	Offering the service for house cleaning, including toilet, living room, bedroom, and deep cleaning.
Date of Commencement	15 November 2023
Date of Registration	23 September 2023
Name of Bank	Maybank
Bank Account Number	0334 9085 9285

TABLE 1. ORGANIZATIONAL BACKGROUND

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

3.1 The Overall Nature of The Industry

The overall nature of the industry for our cleaning service is to provide flexible cleaning support on an hourly or event-based basis, catering to customers who require professional assistance without long-term or live-in arrangements. This industry specifically operates as a service-based model that focuses and addresses convenience and efficiency with the goal of being able to meet temporary yet recurring cleaning needs.

The cleaning service industry is largely necessity-driven, considering cleanliness and hygiene are essential requirements for healthy and comforting living, as well as a productive environment. Unlike luxury services, the demand for cleaning remains relatively consistent across different economic cycles. For example, during periods of economic uncertainty, individuals and organisations continue to require cleaning services to maintain acceptable standards of hygiene. In terms of urban settings, increasing work commitments, busy lifestyles, and frequent social or corporate events have also further strengthened the ongoing demand for outsourced, short-duration cleaning services.

This industry is highly labour-intensive in nature and depends heavily on human effort and capital. Cleaning tasks demands for physical endurance, effective time management, and careful attention to detail, all of which require skilled and disciplined workers. As services are delivered within limited time frames, employees' performance and efficiency influences the quality of service. This makes workforce management, continuous training, and proper supervision fundamental in sustaining consistent performance within the cleaning service industry.

Cleaning service is also characterised by high levels of competition and relatively low barriers to entry, which also allows numerous small-scale operators and informal service providers to offer similar cleaning services. This results in intense price competition and relatively low profit margins. This very competitive environment

encourages businesses to differentiate themselves through their service quality, customer service, and reputation rather than solely competing via prices.

How our business differentiates itself from other cleaning services in the industry is by offering highly cleaners that go through training and taking importance on punctuality, reliability, and trustworthiness. Through the emphasisation of efficiency, attention to detail, and good customer service, Shine & Sparkles is able to provide a level of service consistency and professionalism that exceeds typical industry standards.

3.2 Trends

3.2.1 Note Trend

In the cleaning service industry, the hourly and event-based services reflect changing customer needs and market expectations. Noticeably, there has been a growing preference for much flexible, on-demand services that are able to accommodate busy lifestyles, enabling clients to hire cleaners for specific hours or events rather than committing to long-term arrangements and contracts. There is also a greater emphasis on hygiene, prompting providers to maintain professional cleaning standards and follow strict protocols.

3.2.2 Current Trends

The hourly and event-based cleaning service industry is shaped by several key trends that showcase evolving customer expectations. Firstly, the increasing demand for flexible, on-demand services that fit into busy modern lifestyles, allowing clients to hire cleaners for specific hours or events rather than long-term arrangements. Not only that, heightened awareness of hygiene and safety has also been pushed by providers of said services to adopt professional cleaning standards and protocols, particularly for shared or public spaces which require extra and detailed attention for cleaning.

3.2.3 Economic Trends

The cleaning industry in 2026 is largely shaped by the new national minimum wage of RM1,700 which has raised labor costs across Malaysia. Labor accounts for nearly 80% of our total operating expenses so managing our workforce efficiently is a top financial priority. Shine & Sparkles operates in Puncak Alam and Selangor, where we hire local workers and provide them with professional training. We focus on fair pay and skill building to prevent high staff turnover which often hurts the profits of smaller businesses. Even with rising costs, the demand for cleaning remains strong because household incomes in urban Selangor are growing steadily. Many busy families in Puncak Alam now prefer spending on time saving services rather than hiring full time live-in maids. We also avoid the high costs and risks of imported goods by sourcing effective cleaning solutions within Malaysia which helps us stay resilient against global supply chain changes. We use concentrated formulas to reduce waste and lower our overall supply expenses by up to 50%. Overall, the current economy in Selangor favors a reliable local business like ours that offers quality service at a fair price.

3.2.4 Seasonal Trends

Seasonal trends in the cleaning market are strongly driven by Malaysia's major cultural festivals and public holidays. We see a significant surge in demand during the weeks leading up to Hari Raya Aidilfitri, Chinese New Year, and Deepavali as families prepare their homes for guests and open house events. During these peak periods, customers often request deep cleaning for living and guest rooms to ensure their homes look their best. The end of the year holiday season also brings a spike in bookings for event-based cleaning due to weddings and parties held in the Selangor area. Demand also rises when people leave their homes for a long time to travel back to their hometowns for celebrations. This is a major cultural event in Malaysia where millions of people travel to celebrate

festivals with their families. During this time, many residents in urban areas, particularly Puncak Alam, leave their homes for a week or more. This creates a high demand for our services, right before they leave to secure their homes and immediately after they return to help reset their living spaces. Another important seasonal factor occurs during school holidays. We notice a consistent peak during these breaks when parents look for extra help to maintain hygiene while children are at home. By tracking these predictable annual events, Shine & Sparkles can manage staff schedules effectively to handle high volumes without compromising our punctuality.

3.3 Key Success Factors In an Industry

Key success factors are the essential functions that determine an organization's ability to thrive and remain competitive. Regarding *Shine & Sparkles*, the business focuses on three specific pillars to maintain its market position in Puncak Alam.

- **Strategic Efficiency:** Success in the service sector depends on a manager's ability to optimize resources and set clear goals. General Manager, Nur Nisa binti Ahmad, leads the firm with a focus on a flexible event-based model that provides professional assistance without long term contracts. We lower our expenses by using high quality supplies from local partners instead of relying on expensive imported goods. These streamlined operations allow us to offer professional hygiene at an affordable price.
- **Workforce Quality:** Managing people effectively is a critical factor since the cleaning industry is highly labor intensive. We prioritize professional development through structured training to build a skilled workforce capable of delivering consistent and high quality results. Our team is supported by clear job descriptions and well defined roles to ensure trust and punctuality during every residential booking. Having a motivated and disciplined team is the most effective way to prevent staff turnover and maintain a high standard of service.

- **Market Reputation:** Marketing success comes from building a strong brand reputation focused on reliability within the local Selangor community. We use digital platforms like TikTok and Instagram alongside physical outreach to reach busy professionals who value their time and need flexible support. Our strategy highlights our flexibility for cultural festivals and seasonal events to solve the time poverty of urban households. We turn one time bookings into recurring revenue by encouraging positive word of mouth and maintaining top tier customer friendly services

4.0 DESCRIPTION ON VENTURE

4.1 Provide the Detail of Each Service

Opportunity:

Shine & Sparkle Sdn. Bhd. specializes in providing the best home-cleaning services for the customers. Not only is the service charge lower than our other competitors, we also make sure that the cleaning products that we are using are allergy-free and safe for each one of our customers. Our services are quite popular among people who are busy with their daily life to the point that they do not have enough time to take care of the cleanliness of their house. The aim of Shine & Sparkle Sdn. Bhd. is to make everything easier for this kind of people by helping them to clean their house so that they can return to a shiny and sparkly home after a tiring day outside. Our services, together with our promised-reasonable prices will surely attract many customers as well as resulting in a huge return on our investment.

Details of our services:

Shine & Sparkle Sdn. Bhd. provides all kinds of cleaning services for the customers. The customers just have to contact us via their phones, computers, etc. and we will send our staff straight to their house to provide the services as per their request. Services offered are guaranteed to have a lower price rate than our competitors out there like Cik Cuci, Ultra Cleaning, and Cleaning Services Pro, which can act as a low-cost home-cleaning service alternative for the customers who intend on saving money but still keeping their house clean.

SERVICES	DESCIRPTION
Deep Cleaning	<ul style="list-style-type: none"> ● A service that will clean all corners of a customer's house including the toilet, store, kitchen, living room, and others meticulously to make sure not even a single dust will be seen. ● The house will be cleaned thoroughly for 4 hours (per session) with the price of RM420. ● Customers can pick this service if they intend to clean a long-unattended house, for instance.
Basic Cleaning	<ul style="list-style-type: none"> ● A service that is suitable for customers that plan to take a little break from their usual house chores as they are busy with their working or studying life. ● This service will keep their house tidy and clean. ● The cleaning will not be as thorough as the deep cleaning service but will still leave a satisfying result. ● One session can take up to 3 hours with the price of RM250 per session.

TABLE 2. SERVICES AND DESCRIPTION DETAILS

Benefits of our services

1. It is time-saving. Shine & Sparkle Sdn. Bhd. will take the responsibility of taking care of the customer's house so that they do not have to do it. Nowadays, most people nowadays spend more time outside of their house working. Hence, there will be less time for them to be home in order to make sure their houses are always clean. Therefore, Shine & Sparkle Sdn. Bhd. will come to the rescue in no time!

2. Shine & Sparkle Sdn. Bhd. offers services with lower prices than our other competitors. We will make sure to clean the customer's house very well as well as offering reasonable prices for each of our services. This way, not only our customers will get a shiny and

sparkling house but also they only have to pay less than what they have expected. To sum up, using Shine & Sparkle Sdn. Bhd. as your cleaner friend will help you save a lot of money for other uses.

3. We are considerate to our customers' needs. The cleaning appliances and substances we use will be confirmed with our customers first in order to adhere to their needs. In any case of request for special usages of other cleaning products, we will try our best to fulfill our customers' request in order to fill up their needs to make sure our services are known as top-tier customer-friendly services.

Unique concept:

Customers do not have to come to us, but we will be the ones who will be sending our staff to the customers' houses. Hence, our services will be contactless because the customers do not even have to be face-to-face with our staff. This is suitable for people who are uncomfortable with being in the same surroundings as unknown people.

4.2 Problems that Our Company's Services can Solve

The cleaning business company operated by Shine & Sparkle Sdn. Bhd. helps in solving various problems due to lack of time, energy and other circumstances. These are examples of a situation where our service provided can solve:

1. Taking a break after a long day or week. Everyone needs to take a break once a while, therefore we Shine & Sparkle Sdn. Bhd. is here to help our customers release their stress by cleaning their home. For instance, being tired and exhausted after a long day of earning money is a very common case, especially coming home to an untidy home due to being busy. We provide a thorough service of cleaning, covering several areas of the house including the living room, bedroom, bathroom and deep-clean service .
2. Out for a long time. Our services are suitable for customers who are going on a trip. To elaborate more, going on an extended trip will cause the house to be trapped with dust,

especially if no one's living in it, making it uncomfortable. Therefore, we are available if our customers want to come home to a squeaky clean home. Another example is moving in or out of a home. By hiring our Cleaning services, we will ensure customers have a well maintained home even during their absence.

3. Professional and high-quality cleaning. To ensure the best for our customers, we have a partnership with Goodmaid Chemical Corporation Sdn. Bhd. This partnership ensures that all equipment meet the high standards and requirements allowing us to provide our customers with top-notch services resulting in guaranteed satisfaction.

4.3 The Value Proportions

Shine & Sparkle offers only the best service with a great value for their customers. The service provided includes, deep cleaning for the whole house and cleaning service for certain areas like the kitchen, bedroom, bathroom and living room. The theme of Shine & Sparkle is to highlight our determination in producing a clean and bright home for our customers. We want our customers to feel relaxed and time saving. To elaborate more, by booking Shine & Sparkle services, it allows customers to free up valuable time with family and friends to enjoy a quality time together. Furthermore, our service is trained with multiple experiences in professional cleaning. They are known for the best techniques and ways to make your home special and sparkle. Thus, Shine & Sparkle are beyond cleaning your home, we provide a life-changing experience to restore your time and peace.

4.4 Demonstrable Customers Demands

Shine & Sparkle Sdn. Bhd. is located in Seksyen 12, Bandar Puncak Alam and our customers are mostly residents of Puncak Alam itself, particularly from the Eco Grandeur neighbourhood. There is a noticeable increase in demand for home cleaning service, as evident from our observation of the residents here and the operations of similar businesses nearby. Since many households in this area consist of working professionals and families with busy schedules and long daily commutes, this led to the decision to establish our headquarters in this location. The main reason we chose this

location is to promote and build their familiarity with our services, thus strengthening our place in the market. Many customers are also prepared to invest in home cleaning services to improve their work-life balance, which allows them to focus on their personal and professional lives better. Thus, through our services, customers can reduce their stress as their household chores will be supported by us.

4.5 Competitors

Shine & Sparkle Sdn. Bhd. is not the only home cleaning service provider in Puncak Alam, as this service has been around for many years, alongside the development of this area. The most prominent service providers that can be identified as the company's competitors are Cik Cuci, Ultra Cleaning, and Cleaning Services Pro. All these three companies are based in Puncak Alam. Meanwhile, Kleaner is the biggest competitor as it provides cleaning services throughout the Klang Valley, thus, this includes in Puncak Alam. These companies offer other services as well, such as office cleaning, part-time maid and many more. As Shine & Sparkle is still new in the market, we only provide limited services, such as deep home cleaning and basic cleaning like the living room and bedroom. Through our competitors, we observe and analyse their strategies to improve our products and services to ensure positive customer satisfaction. Thus, through market competition, this will be a guide for us to improve either the quality or the price, to attract more customers in the market, and meet the customers' expectations.

5.0 MARKETING ANALYSIS AND COMPETITION

5.1 Target Market

Shine & Sparkles aims to serve customers who require flexible and reliable cleaning service on an hourly or event basis, primarily targeting households in the urban area, busy professionals, dual-income families, and homeowners who may not have the time or resources to maintain cleanliness of their homes themselves. In addition to that, our cleaning service caters to clients who are looking to host events, such as parties,

corporate functions, or social gatherings, and are in need of short-term, task specific cleaning support.

A reason as to why we have set our target market in urban and suburban areas is due to the fact that it is more concentrated and the demand for service such as ours will be higher due to fast-paced lifestyles and greater disposable income. These clients may value convenience and professionalism, preferring services that are flexible like ours and can be scheduled on an as-needed basis like ours rather than long-term domestic contracts. As we focus on these segments, Shine & Sparkles is able to tailor our offerings, pricing, and promotions to meet specific needs and reach our goal to maximize customer satisfaction.

5.1.1 Geographic Segmentation

Geographic segmentation is identifying and classifying the customers according to where they are located. This aspect of segmentation is closely related to our possible customers' living habits which will lead to their needs and demands. In our focus, we decided to look at both the urban and suburban area around Puncak Alam as we agree to provide an inclusive service that will cater to most people no matter where they are from. People who live in this area are most likely to be working professionals who barely have time for themselves let alone their houses. Thus, they will be interested in using our services to clean their houses in order for them to save time. This way, we can maximize our profit in gaining a lot of customers from these two areas. Other than that, urban and suburban areas also mostly contain the type of houses which are more huge in size that might need frequent cleaning. Therefore, this will increase the demand for cleaning services. We saw this opportunity and we decided to grab it.

5.1.2 Demographic Segmentation

Demographic segmentation is a marketing strategy that involves categorizing potential customers based on specific personal characteristics and socioeconomic factors such as age, education, income, occupation and many more. Shine & Sparkles primarily targets young adults and working professionals aged 20 to 50 who lead fast-paced

lifestyles and value time-saving convenience. This target includes educators and staff from nearby institutions such as UiTM Puncak Alam as well as commuters who travel long distances for work and lack the time for extensive household maintenance. We further focus on middle to high-income households and dual-income families residing in large residential developments like Eco Grandeur who have the disposable income to invest in premium cleaning services. Overall, focusing on these specific groups allows us to ensure that our services meet the needs of Puncak Alam residents.

5.1.3 Psychographic Segmentation

Psychographic segmentation is a marketing approach by identifying customers' lifestyles, activities, social status, interests and other psychological criteria. This is the opposite of the demographic segmentation, where it is analysed based on customers' age, gender, education level, occupation and income level, and many more. Shine & Sparkle Sdn. Bhd. is targeting individuals with busy schedules and value time and convenience. People in Puncak Alam are usually busy with their working life as some of them travel long distances commuting to work. This signifies that they have limited time for household chores. In response to this need, we established this service. It is not only that, we also believe this service fits for people who easily feel frustrated and stressed with messiness and wish for a calm-homey environment. With our service, it allows customers to return home comfortably after work, knowing their space has been thoroughly cleaned. This will help to reduce their stress and improve their quality of life as clean space allows them to enjoy and relax in a healthier environment

5.2 Size Market

5.2.1 Population in Puncak Alam, Selangor

Population	= 200,000
Estimated Target per month	= 20% x 50000

TABLE 3: POPULATION IN PUNCAK ALAM, SELANGOR

NO	SERVICES	ESTIMATE SALES PER SERVICE	TOTAL ESTIMATED SALES/ MONTH
1	Deep Cleaning (Whole House)	2,100/ per day	50,400/per month
2	Basic Cleaning	2,500/ per day	60,000/ per month
Total			110,400

TABLE 4: ESTIMATE SALES PER MONTH

5.2.2 Total Market Size

Total Marketing Size (Value)	RM 1,324,800
Total Sales per Year	RM 1,556,640

TABLE 5: TOTAL MARKET SIZE

5.2.3 Estimated Market Share and Sales

Shine & Sparkles Sdn. Bhd. is projected to exceed the conservating local market size and planning on expanding beyond the region of Puncak Alam.

SHINE & SPARKLES			
Market Share and Sales			
Year	2023	2024	2025
Market Share	117.5%	129.3%	142.2%
Total Sales (services)	4320	4752	5184
Total Sales (RM)	RM 1,556,640	RM 1,712,304	RM 1,883,534

TABLE 6 : MARKET SHARE AND SALES

5.2.4 Market Share

Market share before our company started:-

Competitor	Year 1	Year 2	Year 3
kleaner	12%	15%	18%
CIK CUCI	20%	22%	23%
ULTRA CLEANING	35%	33%	31%
Cleaning Services Pro	10%	9%	8%
Total	100%	100%	100%

Market share after our company started:-

Competitor	Year 1	Year 2	Year 3
kleaner	14.5%	17.58%	20.70%
CIK CUCI	24.17%	25.79%	26.45%
ULTRA CLEANING	42.3%	38.68%	35.66%
Cleaning Services Pro	12.1%	10.55%	9.2%
Shine & Sparkle	6.93%	7.4%	7.99%
Total	100%	100%	100%

5.3 Barriers to Entry

Barriers to entry can be considered as some factors that will make it difficult for a new business to enter the market or certain industry and to compete with the existing business. Existing companies of the same industry as Shine & Sparkle Sdn. Bhd. might have the advantages to 'win' in this matter as they have been here longer than us leading them to already have their own place in the market by being a trusted company to the


customers. There are things to be considered for Shine & Sparkle Sdn. Bhd. to have the same advantages. They include:



i) Distribution channels: In order to have the same strength of some other existing companies, Shine & Sparkle Sdn. Bhd. must consider having a strong distribution channel. Considering Shine & Sparkle Sdn. Bhd. offer services that require for the staff to go to customers' houses, it can solely depend on the direct distribution channel which connects the company directly to the customers through offered services. Shine & Sparkle Sdn. Bhd.'s main direct distribution channel is the media socials used since customers can connect with us and make their service reservations there. Hence, there are a few factors we need to consider in making the distribution process run smoothly such as the online customer service itself must be friendly and easy-going. This is to avoid further troubles for the customers which might drive them away in booking our services. Other than that, the safety of customers' details is also crucial to be looked at. Shine & Sparkle Sdn. Bhd. must make sure that customers' information is protected to avoid any privacy and security problems in the future.


ii) Advertising: Shine & Sparkle Sdn. Bhd. can be said to be quite new in the market of house-cleaning business service. Thus, a huge advertising campaign might be needed to make sure words about this company spread to the possible customers. A huge advertising campaign does not mean dominating a few billboards in the city in order to attract the market. In fact, Shine & Sparkle Sdn. Bhd. can start a huge advertising campaign all throughout the Internet. These days, most people have been using the Internet in their daily lives. So, Shine & Sparkle Sdn. Bhd. can benefit from this by advertising our services on various social media platforms like Thread, TikTok, Instagram etc. Of course, physical advertising can also be done. For instance, giving out business cards to people or promoting the business using word-to-mouth. To be precise, Shine & Sparkle Sdn. Bhd. can utilize all kinds of advertising in order to make the business known to people to attract possible customers.

iii) Cost and price: To start gaining recognition in the industry, Shine & Sparkle Sdn. Bhd. must have a unique quality that would be unbelievable to some like using a low production cost and offering low service prices while still providing high-quality services. This is important to Shine & Sparkle Sdn. Bhd. for it to be noticed in the industry by the possible customers who prefer to pay less for other expenses like house-cleaning expenses. This will lead to the glamourization of the company itself as well as making it gain advantage in order to penetrate the market.

5.4 Competition and Competitive Edges

No.	Competitors	Strengths	Weaknesses
1	<p style="text-align: center;">kleaner</p> 	<ul style="list-style-type: none"> ● Offers a seamless “Instant Booking” system with transparent, immediate pricing. ● Enhances client confidence by using fully background-checked, verified, and insured cleaning professionals. ● Utilises high-end equipment, such as UV-C sanitisation and HEPA-filter vacuums for superior hygiene. 	<ul style="list-style-type: none"> ● Their significant corporate overhead and insurance costs likely result in higher service premiums for the customer. ● Their standardised booking system may be less flexible for customers with unique or last-minute scheduling needs.

<p>2</p>	<p>CIK CUCI</p> 	<ul style="list-style-type: none"> • High emphasis on Whatsapp-based booking that can be completed in under 5 minutes. • Serves almost all of Malaysia, giving them a very high level of brand recognition for budget cleaning. • Markets themselves as the “Cheapest in Malaysia,” with rates starting as low as RM100-RM120 per session. 	<ul style="list-style-type: none"> • Because they focus so heavily on being “cheap”, they may be perceived as lower quality or less detailed than a premium service. • Most of their low-cost packages are for only 2 hours. This is often not enough for a thorough deep clean.
<p>3</p>	<p>ULTRA CLEANING</p> 	<ul style="list-style-type: none"> • Highlight the use of “innovative” and “sophisticated” tools for deep cleaning, which justifies a higher level of trust. • Boasts a team of 500+ trained cleaners, ensuring they can handle large-scale 	<ul style="list-style-type: none"> • Because they are so large, they may lack the flexibility of a smaller business. Last-minute changes or highly specific personal requests might be harder to

		<p>residential and commercial jobs simultaneously.</p> <ul style="list-style-type: none"> • Their website lists major clients like Amway, Shopee, and Genting, which gives them immense professional credibility. 	<p>accommodate.</p> <ul style="list-style-type: none"> • While they have a quote system, the sheer number of service categories can be overwhelming for a customer who just wants a simple house clean.
4	<p>Cleaning Services Pro</p> 	<ul style="list-style-type: none"> • They explicitly market the use of eco-friendly detergents, which appeals to health-conscious families and pet owners. • They boast a high rating from over 310 reviews, which builds significant trust with new customers. • They serve various industries including kindergartens, 	<ul style="list-style-type: none"> • They do not list starting prices. They require a “Personalised Quote”, which can be a barrier for customers who want to know the cost immediately. • Their site is very text-heavy and functional, lacking the modern, trendy, and visual “lifestyle”

		factories, and restaurants, making them a strong competitor for business contracts.	appeal.
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TABLE 7: COMPETITORS

5.4 Marketing Strategy

This section will explain how Shine & Sparkle Sdn. Bhd. plans to compete and attract customers by differentiating its services from other competitors. These are strategies used:

SERVICES	Shine & Sparkle Sdn. Bhd. offers professional and thorough services tailored to customers' needs, including deep cleaning and basic cleaning.
PRICE	Shine & Sparkle Sdn. Bhd. adopts an affordable pricing strategy that aligns with the services provided.
PROMOTIONS	Shine & Sparkle Sdn. Bhd. promotes its services through social media platforms, word-of-mouth referrals and business cards.
DISTRIBUTIONS	Shine & Sparkle Sdn. Bhd. delivers its services directly to customer’s locations through scheduled appointments.

TABLE 8 : SERVICES,PRICE,PROMOTIONS AND DISTRIBUTIONS

5.6 Pricing Strategy

The systematic process a company takes to determine its rates by weighing internal operating costs against external market demand and competitor positioning is known as a pricing strategy. In addition to covering our RM91,200 monthly target revenue, which includes payroll for 18 staff members and the procurement of premium cleaning agents, Shine & Sparkles' strategy is designed to demonstrate exceptional value and peace of mind. We use a Value-Based Tiered Pricing Strategy to distinguish our brand from budget-oriented competitors in Puncak Alam, such as Cik Cuci and Kleaner.my. While these rivals often offer short, "touch-and-go" sessions starting as low as RM100, our strategy focuses on the "Professional-Performance" segment, establishing our Basic Cleaning at RM220 and Deep Cleaning at RM320 for a fixed 4-hour block. This positioning allows us to serve as the premium alternative for homeowners in high-end developments like Eco Grandeur who prioritize thoroughness and reliability. After thorough reserach, this pricing structure allows us to sustain a dedicated 10-person cleaning team equipped with industrial-grade tools, such as high-pressure cleaners and HEPA-filter vacuums, ensuring we effectively close the "Quality Gap" by combining specialized mechanical power with meticulous manual craftsmanship.

Company service	Price
Basic Cleaning Duration: 3 Hours/ block	RM250
Deep Cleaning Duration: 4 Hours/ block	RM420

TABLE 9: PRICING

5.6.1 Competitors Pricing Policy

COMPETITORS	PRICING POLICY
Kleaner.my	Efficiency-Driven Pricing: Kleaner.my maximises profit by using a standardized hourly rate coupled with an automated system that allows them to do bookings instantly. This minimizes administrative overhead costs and human error, allowing them to handle a large number of suburban residential bookings with very low operational maintenance.
Cik Cuci	Profit Maximisation: This company applies profit maximization by combining low entry prices that help attract the mass market with bulk package discounts that lock in long-term contracts with clients. Not only that, Cik Cuci also runs a wider geographic coverage.
Ultra Cleaning	Profit Maximisation: This company uses the profit maximisation model by combining nationwide coverage, operating with almost more than 800 staff in more than 60 locations, including residential, corporate, and industrial areas for cleaning which helps streams in multiple revenue. Ultra Cleaning also uses long-term deals and contracts with their major clients, most of whom are major firms.
Cleaning Service Pro	Flexible Quotation Strategy: They maximise profit by utilizing a "Quote-per-Job" model rather than fixed public rates. This allows them to capture the maximum clients with the willingness to pay from diverse clients that range from small households to large factories by adjusting their prices based on the complexity and scale of the task.

TABLE 10: COMPETITORS PRICING POLICY

5.7 Advertising and Promotion

Advertising is a paid communication tool used to tell people about what we offer and why they should choose us over others. Promotion includes the special activities and creative ideas we use to grab attention and make our brand more popular in the community. Shine & Sparkles uses the following methods to connect with residents in Puncak Alam:

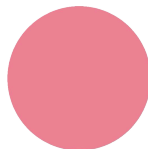


- **Social Media Platforms:** We use popular apps like TikTok, Instagram, and Facebook to show people the quality of our work through photos and videos. These platforms help us reach young, tech-savvy families who spend a lot of time online and prefer a modern way to book cleaning services.
- **Business Card:** Our team hands out professional business cards during community events or when meeting potential clients to provide a quick way for people to contact us. These cards act as a handy reminder of our services for busy professionals who might need a cleaner at a later date.
- **Word-of-Mouth:** We grow our business by making sure our current customers are happy enough to tell their friends and neighbors about us. This type of honest recommendation is the most powerful way to build trust within close-knit residential neighborhoods like Eco Grandeur or Hillpark.
- **Targeted Location:** Shine & Sparkles focuses its marketing specifically in Puncak Alam to become the go-to cleaning service for the local area. This location is perfect because it is becoming one of the most popular and modern parts of Selangor. Being in such a busy and developing town gives us the best chance to find new customers who are looking for high-quality and trendy services.

6.0 OPERATIONS AND PRODUCTION PLAN

6.1 Development Status of The Product

	START DATE	END DATE
Project Kick-Off	1 July 2023	5 July 2023
Business Requirement	5 July 2023	10 August 2023
Identifying Possible Location	10 August 2023	25 August 2023
Product Customization	25 August 2023	5 September 2023
Completion of Design and Development	5 September 2023	10 October 2023
Ordering of Equipment in Production Quantities	10 October 2023	1 November 2023
Starting of Production or Operations	1 November 2023	15 November 2023
First Release	15 November 2023	5 December 2023

TABLE 11: TIME FRAME OF DEVELOPMENT STATUS

SYMBOL	TYPE OF ACTIVITY	DESCRIPTIONS
	Operations	Cleaning activities such as sweeping, mopping and sanitizing are carried out
	Inspection	To ensure the good qualities of the equipment used and thoroughly checked customers need of service
	Transportation	Cleaning equipment are transported from the store room to the customer's home and returned after the service is finished


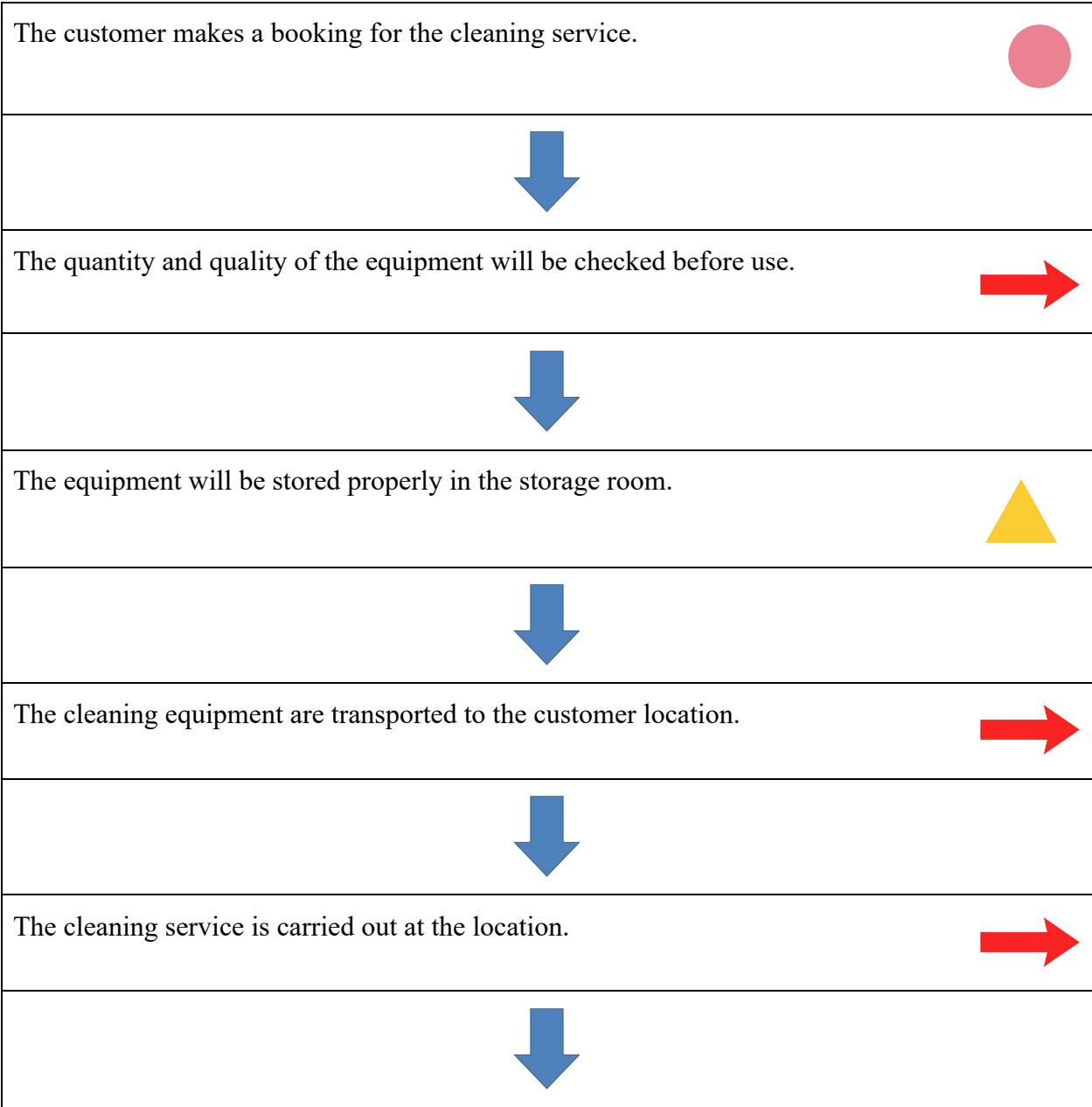
	Storage	Cleaning equipment like soaps, brooms, mops, kitchen towels are stored in the storage room before and after use to ensure organisation and cleanliness
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TABLE 12: PRODUCTION WORKFLOW



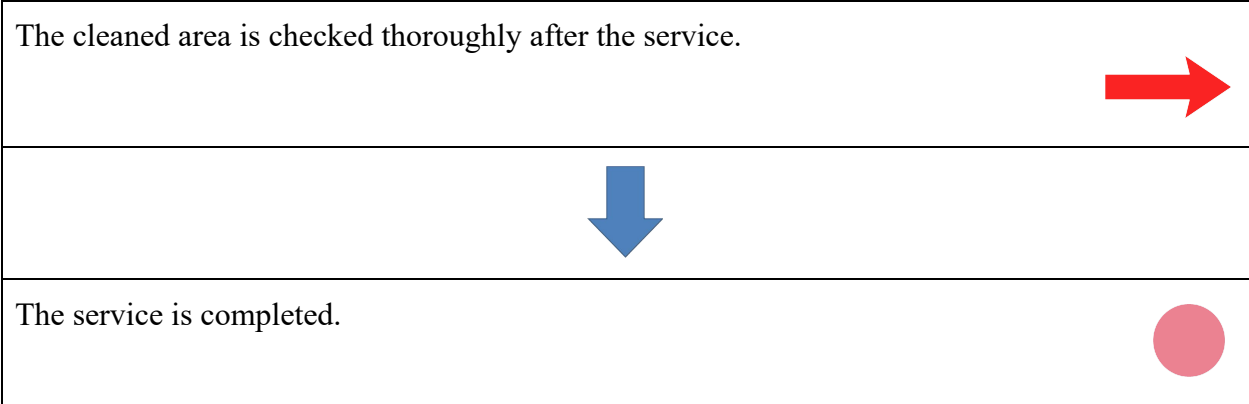


FIGURE 2. PRODUCTION WORKFLOW

6.2 Production

As it has been mentioned previously, Shine & Sparkle Sdn. Bhd. offers home-cleaning services that require the staff being sent to the customers’ houses in order to do the services as per the customers’ request. Since that is the kind of service that we provide, Shine & Sparkle Sdn. Bhd. does not produce any products at all. However, there is still a need for operation control where Shine & Sparkle Sdn. Bhd.’s administrative staff will be doing at the headquarters. Shine & Sparkle Sdn. Hbd.’s headquarters is a shop-lot building consisting of two levels.

The first level is reserved mainly for our cleaning staff. Here, they will perform tasks such as washing and drying the fibre clothes used, preparing the cleaning equipment, storing unused equipment and materials after each trip to a customer’s house, taking a rest, and so on. It functions mainly as our cleaning staff’s “place” and is not open for our customers to get in.

On the other hand, there is the second level. On this level, all of the administrative work is happening. The Chief Executive Officer, General Manager, Financial Manager’s offices and all of the other offices are located here. Here, all of the management issues regarding Shine & Sparkle Sdn. Bhd. will be handled by the higher-up officers including marketing management, financial management, as well as customer service. With prior

notice, customers can come and visit this level to lodge complaints regarding any of their concerns regarding our services.

6.3 Facilities

Shine & Sparkle operates from a residential-commercial office strategically located at Lorong Cakera Purnama 12/19, Seksyen 12, Bandar Puncak Alam, 42300 Selangor. This location serves as a spacious and essential hub for our specialised operations, allowing us to systematically organise our high-end equipment while providing a professional environment for our team. We have designated a technical room for the secure storage and maintenance of industrial machinery, such as high-pressure cleaners, ensuring all tools remain in peak condition. Additionally, separate inventory rooms are utilised for systematic stock control of detergents and specialised cleaning agents.

The facility also features a professional meeting room equipped with computers and printers to manage client databases, scheduling, and payroll administration, ensuring all employee salaries are processed accurately and on time.. To support our staff's well-being, we have provided racks, cabinets, and a refrigerator for employees to securely store their personal belongings. Furthermore, the office includes a dedicated shower room, allowing our team to refresh and maintain personal hygiene after completing the cleaning service. We also provide a water filtration system, Coway, to ensure our staff has constant access to clean drinking water. This structured and well-equipped environment allows us to optimise daily operations while fostering a supportive workplace that drives a consistent standard of excellence.

ITEM	TOTAL COST (RM)
Utilities (Water and Electricity)	300
Rental	1000
Machine (Printer, Refrigerator, Coway)	2000

Computer	14000
Furniture and Fittings	2500
Racks and Cabinet	1000
Office Supplies	100
Business Registration and License	2000
Salaries	25425
Total	48325

TABLE 13 : OPERATIONAL OVERHEAD

6.4 Staffing

Shine & Sparkle Sdn. Bhd. currently employs 18 staff members in total. This includes 7 staff from top management and 11 service staff. For the executive team we have a Chief Executive Officer (CEO), who oversees the overall business operations, strategies and growth, and General Manager who manages daily operations and service quality. This is supported with 5 administrators which consists of an Administrative Executive who handles customer inquiries, office administration and more, Marketing Executive who is responsible for developing and implementing marketing strategies, Operations Executive who coordinates cleaning schedules and monitors service staff, Finance Executive, the one to manage accounting, payroll, budgets and financial reports, and lastly, Human Resource Executive who handles recruitment, training, and HR administration.

Meanwhile, the other 11 are cleaning staff and a driver. We have 10 cleaners, whose tasks are to provide home cleaning services according to company standards and ensuring customer satisfaction with our service. We also have one driver who is responsible for transporting cleaning staff, equipment and cleaning supplies to ensure we can arrive at customers locations on time.

6.5 List of Equipment

Shine & Sparkles Sdn. Bhd. notably

<u>NO</u> :	<u>ITEM</u>	<u>QUANTITY</u>	<u>PRICE/UNIT (RM)</u>	<u>TOTAL COST (RM)</u>
1	Broom	12	RM5.20/UNIT	RM62.40
2	Dustpan	12	RM5.20/ UNIT	RM62.40
3	Floor Polish	2	RM74.10/BOTTLE	RM148.20
4	Spin Mop	5	RM40.00/UNIT	RM200.00
5	Bucket	5	RM5.20/UNIT	RM13.00
6	Vacuum	5	RM539.00/UNIT	RM2695.00
7	Dusting Brushes	10	RM2.60/UNIT	RM26.00
8	Apron	10	RM 2.60/UNIT	RM26.00
9	High-Pressure Cleaner	3	RM560.00/UNIT	RM1680.00
10	Squeegee	10	RM 2.60/UNIT	RM26.00
TOTAL (RM)				RM4939

TABLE 14: LIST OF EQUIPMENTS

6.6 Material Requirement Planning

The following table outlines the monthly material requirements for Shine & Sparkles Sdn. Bhd. These quantities are estimated based on a 10-person cleaning team performing approximately 40-50 sessions per week

<u>NO</u>	<u>MATERIAL/ CONSUMABLES</u>	<u>QUANTITY/ MONTH</u>	<u>ESTIMATED UNIT PRICE (RM)</u>	<u>TOTAL COST (RM)</u>
1	Mask	5	RM6.00/A BOX	RM30.00
2	Gloves	40	RM2.60/A SET	RM104.00
3	Trash bags	10	RM2.60/A PACK	RM26.00

4	Microfibre cloths	10	RM2.60/A SET	RM26.00
5	Febreze	2	RM130.00/A BOX	RM260.00
6	Bleach	2	RM13.70/A UNIT	RM27.40
7	Floor cleaner	2	RM99.00/A BOX	RM198.00
TOTAL (RM)				RM671.40

TABLE 15: MONTHLY MATERIAL REQUIREMENTS

Supplier Name	Location	Items Supplied
Goodmaid Chemical Corporation Sdn. Bhd.	Shah Alam, Selangor	<ul style="list-style-type: none"> ● Floor cleaners ● Disinfectant detergents ● Floor polish ● Specialized cleaning chemicals.
Kärcher Malaysia	Shah Alam, Selangor	<ul style="list-style-type: none"> ● High-pressure cleaners ● Industrial vacuum cleaners.
Mr. DIY / HomePro Malaysia	Puncak Alam, Selangor	<ul style="list-style-type: none"> ● Brooms ● Dustpans ● Spin mops ● Buckets ● Squeegees ● Microfiber cloths.
Green Leaf Supplies	Klang, Selangor	<ul style="list-style-type: none"> ● Biodegradable trash bags ● Disposable cleaning consumables

TABLE 16: LIST OF SUPPLIERS

7.0 ORGANISATION PLAN

7.1 Ownership Structure

Shine & Sparkles is registered as a Private Limited Company (Sdn Bhd). We chose this structure because it makes the business a separate legal entity, allowing it to own assets and sign contracts in Puncak Alam independently. A major advantage is limited liability, which protects our personal assets, which means our financial risk is strictly limited to what we have invested in the company. Our ownership is structured to reflect the leadership roles within the team. The CEO holds the largest portion of equity, followed by the general manager, while the other five executive members hold equal minority stakes. This setup ensures clear accountability and rewards those carrying the most corporate responsibility, while still giving every member a meaningful share in the company's success.

Name of Shareholders	Positon	Ownershps (%)	Contribution (RM)
Nur Shaznida Binti Che Zawawi	Chief Executive Officer	25%	RM69,165.25
Nur Nisa Binti Ahmad	General Manager	20%	RM55,332.20
Nisrina Alisha Binti Hisham Azlin	Administration Executive	11%	RM30,432.71
Siti Nor Asyiqin Natasha Binti Othman	Marketing Executive	11%	RM30,432.71
Najiha Binti Mohd Tahir	Operations Executives	11%	RM30,432.71
Batrisyia Binti Mohd Rashdy	Financial Executives	11%	RM30,432.71
Siti Ariena Binti Mohamad Arifin	Human Resources Executive	11%	RM30,432.71
Total		100%	RM 276,661

TABLE 17: PARTNERS' NAMES AND CAPITAL CONTRIBUTIONS

7.2 Organisational Chart

**SHINE & SPARKLE SDN.BHD.
ORGANIZATIONAL CHART**

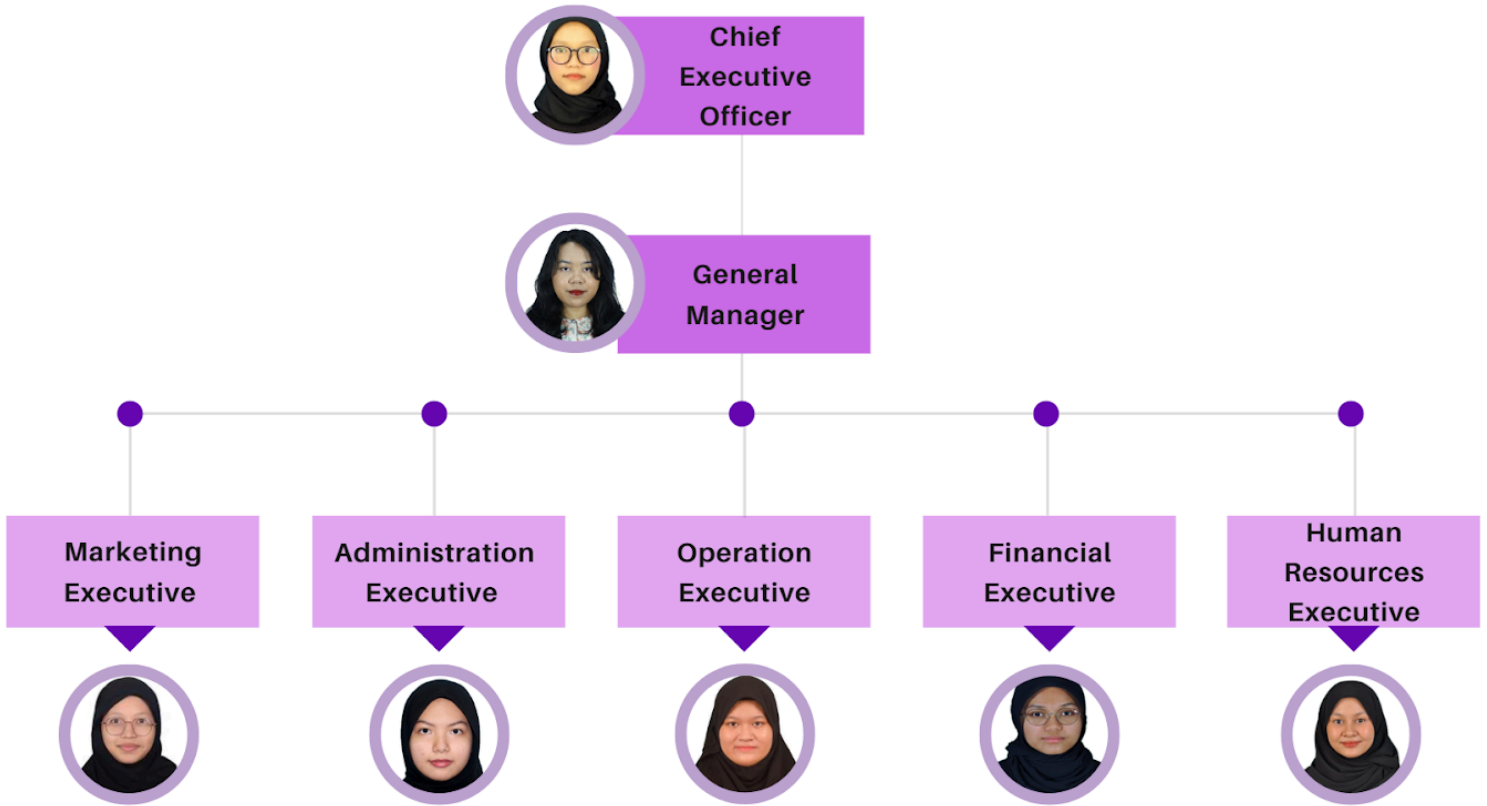


FIGURE 3. ORGANIZATIONAL CHART

7.3 Schedule of Remuneration

POSITION	QUANTITY	MONTHLY SALARY (RM)	EPF - 13% (RM)	SOCSSO - 2.25% (RM)	TOTAL (RM)
CEO	1	RM 4000	RM520	RM80	RM4520
GENERAL MANAGER	1	RM 3500	RM455	RM70	RM3955
ADMINISTRATION EXECUTIVE	1	RM 3000	RM390	RM60	RM3390
MARKETING EXECUTIVE	1	RM 3000	RM390	RM60	RM3390
OPERATION EXECUTIVE	1	RM 3000	RM390	RM60	RM3390
FINANCIAL EXECUTIVE	1	RM 3000	RM390	RM60	RM3390
HUMAN RESOURCES EXECUTIVE	1	RM 3000	RM390	RM60	RM3390
TAX AGENT	1	RM 2800	RM 420	RM 56	RM 3220
DRIVER	1	RM 2000	RM300	RM50	RM2260
LABOURERS	10	RM 1900	RM247	RM38	RM21470
TOTAL (RM)					RM36710

TABLE 18: SCHEDULE OF REMUNERATIONS

7.4 Brief Resumes

NAME	Nur Shaznida binti Che Zawawi
POSITION	Chief Executive Officer
IC NUMBER	950613-11-0512
PERMANENT ADDRESS	12-B, Skyhaven Street, Taman Permata, 423000 Bandar Puncak Alam, Selangor
CORRESPONDENCE ADDRESS	12-B, Skyhaven Street, Taman Permata, 423000 Bandar Puncak Alam, Selangor
E-MAIL	shaznidazawawi@gmail.com
TELEPHONE NUMBER	011-23499805
DATE OF BIRTH	13 June 1995
MARITAL STATUS	Married
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Bachelor Degree in Business Economics, UiTM Puncak Alam ● Master in Business Economics, UiTM Puncak Alam
COURSE ATTENDED	<ul style="list-style-type: none"> ● Business Economics Courses (Bachelor Degree and Master) ● Business Management Course ● Office Management Course
SKILLS	<ul style="list-style-type: none"> ● Able to lead an organization make big decisions to ensure a better future for that organization ● Incredibly well-organized and precise in doing any work ● Good communication skills while handling matters with both clients and staff
EXPERIENCES	<ul style="list-style-type: none"> ● Three years working experience as an branch manager for MR D.I.Y ● Two years working experience as a general manager for a family-owned company which produces detergent
PREVIOUS BUSINESS EXPERIENCES	<ul style="list-style-type: none"> ● Selling detergent (family-owned company)

NAME	Nur Nisa Binti Ahmad
POSITION	General Manager
IC NUMBER	980102-14-9090
PERMANENT ADDRESS	No. 12, Jalan Rainbow, Maria Bay, 401500 Shah Alam, Selangor
CORRESPONDENCE ADDRESS	No. 12, Jalan Rainbow, Maria Bay, 401500 Shah Alam, Selangor
E-MAIL	nnurnisahhmad@gmail.com
TELEPHONE NUMBER	011-222-4545
DATE OF BIRTH	02 January 1998
MARITAL STATUS	Married
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Diploma in Accounting ● Diploma in Human Resources ● Bachelor's Degree in Business Administrations
COURSE ATTENDED	<ul style="list-style-type: none"> ● Human Resources Course ● Accounting Course ● Business Administration Course
SKILLS	<ul style="list-style-type: none"> ● Advanced proficiency in Microsoft Office, including Microsoft Excel, PowerPoint, and Word. ● Can expertly navigate and utilise Canva in creating graphic designs and marketing materials. ● Advanced proficiency in web designing and creating through the usage of the Java programme.
EXPERIENCES	<ul style="list-style-type: none"> ● Three years of experience as regional manager at Rainbow Publisher. ● Two years of experience as a human resource executive at Popular Bookstore.
PREVIOUS BUSINESS EXPERIENCES	<ul style="list-style-type: none"> ● Assistant manager at Beadoodo Cosmetics Kuala Lumpur branch - Coordinated marketing sales that boosted occupancy rates during off-peak season. ● Logistic manager at SwiftMove - Negotiated contracts with multinational clients and increase annual revenue.

NAME	Siti Nor Asyiqin Natasha Binti Othman
POSITION	Marketing Executive
IC NUMBER	010101-01-0125
PERMANENT ADDRESS	No. 23. Jalan Puncak Alam 3, Bandar Puncak Alam, 42300 Puncak Alam, Selangor, Malaysia
CORRESPONDENCE ADDRESS	No. 23. Jalan Puncak Alam 3, Bandar Puncak Alam, 42300 Puncak Alam, Selangor, Malaysia
E-MAIL	iqinothman@gmail.com
TELEPHONE NUMBER	011-82348726
DATE OF BIRTH	01 January 2001
MARITAL STATUS	Married
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Diploma in Business Administration ● Bachelor Degree in Marketing
COURSE ATTENDED	<ul style="list-style-type: none"> ● Brand Management ● Market Research ● Digital Marketing ● Campaign Planning
SKILLS	<ul style="list-style-type: none"> ● Strong skills in using Canva to create design and campaigns materials. ● Proficiency in using Excel for data entry and basic analysis. ● Experienced in digital advertising, including online promotional campaigns. ● Excellent in graphic design and creating high quality content for the audience.
EXPERIENCES	<ul style="list-style-type: none"> ● Four years of experience as a marketing assistant. ● Two years experience in digital marketing. ● Five years experience as Content Creator for promotional content.
PREVIOUS BUSINESS EXPERIENCES	<ul style="list-style-type: none"> ● Salesperson at Lullybay Sdn. Bhd. ● Marketing manager at Rusulyim Enterprise. ● Assistant in promoting Ells Beauty products through digital platforms and word-of-mouth marketing.

NAME	Najiha Binti Mohd Tahir
POSITION	Operation Executive
IC NUMBER	970203-01-0498
PERMANENT ADDRESS	No. 42, Jalan Palma 4/12, Fasa 3, Bandar Puncak Alam, 42300 Puncak Alam, Selangor Darul Ehsan
CORRESPONDENCE ADDRESS	Unit 15-2, Jalan Niaga Bestari 8, Pusat Niaga Puncak Alam, 42300 Puncak Alam, Selangor Darul Ehsan.
E-MAIL	najihamohdtahir@gmail.com
TELEPHONE NUMBER	019-6442528
DATE OF BIRTH	3 February 1997
MARITAL STATUS	Single
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Diploma In Business Studies ● Bachelor Degree Of Business Administration
COURSE ATTENDED	<ul style="list-style-type: none"> ● Occupational Safety And Health (Osh) Workshop ● Service Operations & Quality Management Seminar ● Basic First Aid And Emergency Response Course
SKILLS	<ul style="list-style-type: none"> ● Operational Planning & Scheduling ● Inventory & Supply Chain Management ● Health & Safety Compliance (Osha)
EXPERIENCES	<ul style="list-style-type: none"> ● Two years of experience as an operations coordinator at a logistics company. ● One year of experience as a supervisor at a retail distribution center.
PREVIOUS BUSINESS EXPERIENCES	<ul style="list-style-type: none"> ● Operations Executive at Swift-Service Enterprise. ● Floor Supervisor at Mega-Clean Management.

NAME	Siti Ariena binti Mohamad Arifin
POSITION	Human Resource Executive
IC NUMBER	981025-10-2001
PERMANENT ADDRESS	No. 30, SKY Residensi, Jalan Bunga Raya, 42300, Puncak Alam, Selangor, Malaysia
CORRESPONDENCE ADDRESS	No. 30, SKY Residensi, Jalan Bunga Raya, 42300, Puncak Alam, Selangor, Malaysia
E-MAIL	arienrfn@gmail.com
TELEPHONE NUMBER	019-554 9809
DATE OF BIRTH	25 October 1998
MARITAL STATUS	Married
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Diploma in Human Resource Management ● Bachelor of Psychology with Human Resource Development
COURSE ATTENDED	<ul style="list-style-type: none"> ● Human Resource Management ● Employment Law and Industrial Relations ● Workplace Safety and Health Training ● Recruitment and Talent Management
SKILLS	<ul style="list-style-type: none"> ● Excel ● Team coordination and leadership ● Staff recruitment and onboarding ● Communication and interpersonal skills ● Conflict resolution and problem-solving
EXPERIENCES	<ul style="list-style-type: none"> ● One year experience in office cleaning ● Two years experience in assisting customers and handling complaints ● Two years experience in supporting training and development activities
PREVIOUS BUSINESS EXPERIENCES	<ul style="list-style-type: none"> ● Cleaner for Berjaya Maju Sdn. Bhd. ● Frontline Service Staff at The Garden Inn ● Assisting in hiring and managing service staff at NEXZ Enterprise

NAME	Nisrina Alisha Binti Hisham Azlin
POSITION	Administrative Executive
IC NUMBER	980409-14-0266
PERMANENT ADDRESS	No. 6, Jalan Eco Grandeur 6/3e, Bandar Puncak Alam, 42300, Selangor, Malaysia.
CORRESPONDENCE ADDRESS	No. 6, Jalan Eco Grandeur 6/3e, Bandar Puncak Alam, 42300, Selangor, Malaysia.
E-MAIL	nisrina.h@gmail.com
TELEPHONE NUMBER	011-9656 8390
DATE OF BIRTH	9 April 1998
MARITAL STATUS	Single
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Foundation in Law ● Bachelor's Degree in Business Administration (HONS) Human Resource Management
COURSE ATTENDED	<ul style="list-style-type: none"> ● Strategic Office Management ● Effective Business Writing & Diplomacy ● Advanced Microsoft Excel for Business ● Occupational Safety & Health (OSH) Training
SKILLS	<ul style="list-style-type: none"> ● Excellent knowledge of Microsoft Office (Excel, Word, Powerpoint) ● Familiarity with office management procedures and duties ● Excellent organizational and planning skills
EXPERIENCES	<ul style="list-style-type: none"> ● Two years experience as Executive Assistant at Maybank. ● Three years experience as an Office Manager at HSBC Malaysia.
PREVIOUS BUSINESS EXPERIENCES	<ul style="list-style-type: none"> ● Service Operations Lead at Pristine Systems Malaysia ● Workforce Supervisor at Sparkele-Pro Services ● Freelance Home Organizer ● Online Seller of Home Hygiene Products

NAME	Batrisyia Binti Mohd Rashdy
POSITION	Financial Executive
IC NUMBER	991103-08-4455
PERMANENT ADDRESS	No. 14, Lorong Az-Zaharah 10/22, Bandar Puncak Alam, 42300, Selangor
CORRESPONDENCE ADDRESS	No. 14, Lorong Az-Zaharah 10/22, Bandar Puncak Alam, 42300, Selangor
E-MAIL	isya85@gmail.com
TELEPHONE NUMBER	013-4445567
DATE OF BIRTH	03 NOVEMBER 1999
MARITAL STATUS	Single
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● Bachelor’s Degree in Accounting & Finance (Hons.) ● Diploma in Accounting ● Diploma in Human Resources
COURSE ATTENDED	<ul style="list-style-type: none"> ● Strategic Financial Management for Service Industries ● Corporate Tax & SST Compliance Workshop ● Advanced Human Resources & Payroll Administration
SKILLS	<ul style="list-style-type: none"> ● Expertise in managing high-volume accounts receivable and cash flow forecasting for commercial cleaning contracts ● Advanced proficiency in Microsoft Excel and Canva for professional financial reporting ● Advanced proficiency in Java for customising internal accounting databases and billing software
EXPERIENCES	<ul style="list-style-type: none"> ● Analysed “Cost per Square Foot” for corporate contracts to ensure maximum profitability ● Managed financial operations and budgeting for the regional commercial cleaning division ● Streamlined the procurement process for cleaning machinery and chemical inventory, reducing overhead by 10%
PREVIOUS BUSINESS	<ul style="list-style-type: none"> ● Digital Finance & Marketing Coordinator at

EXPERIENCES	<p>Eco-Service Solutions by promoting eco-friendly cleaning service packages through digital platforms</p> <ul style="list-style-type: none"> ● Assistant Financial Manager at Pro-Clean Industrial Supplies and handled the general ledger and financial statements for a distributor of industrial-grade cleaning equipment
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TABLE 19: BRIEF RESUMES

7.5 Task and Responsibilities

Position	Duties and Responsibilities
Chief Executive Officer	<ul style="list-style-type: none"> ● Plans the company's overall strategy and future direction. ● Gives the important words or decisions on some of the big matters such as company’s overall financial planning, company expansion, partnerships, investments etc. ● Sets business’ annual objectives and key performance indicators (KPIs). ● Approves marketing strategy and campaigns. ● Represents the company to clients, investors, and government bodies.
General Manager	<ul style="list-style-type: none"> ● Oversees the overall operations of the company, ensuring that service standards are consistently met across all jobs. ● Accountable for hiring, training, and mentoring staff. ● Assist Chief Executive Officer in developing strategies to attract new clients. ● Directed in building and maintaining strong company-client relationships. ● Monitor budgets, costs, and profitability of the company and report to the executive. ● Ensure employees and the company are in compliance with health, safety, and labour regulations. ● Track inventory levels and reorder stocks of consumables to avoid any shortages.
Administration Executive	<ul style="list-style-type: none"> ● Manage and update all employee personal files and legal contracts

	<ul style="list-style-type: none"> ● Process monthly payroll including EPF and SOCSO contributions ● Monitor and restock all office supplies and pantry essentials ● Ensure all business licenses and permits are renewed on time ● Coordinate job postings and schedule interviews for new hires ● Organize weekly meetings and keep track of the minutes ● Enforce company policies and the employee dress code ● Track and manage all office utility bills and payments ● Plan staff welfare activities and team-building events ● Organize and file all company documents and physical mail
Marketing Executive	<ul style="list-style-type: none"> ● Conduct market research to identify target customers ● Analyze competitor's strategy and their performance ● Manage company's business profile and social media platforms ● Maintain and update company's platforms with services rates, contact information and booking information ● Develop marketing plans to increase engagement and brand awareness that also aligns with partnership goals ● Coordinate marketing budgets in the making of the marketing plans ● Promote the business and partnership brand ● Report monthly performance to higher-up and partner ● Handle public relations and partner reputation
Operational Executive	<ul style="list-style-type: none"> ● Manage the daily roster ● Monitor clock-ins and manage workers' attendance ● Screen new cleaners and conduct interviews ● Conduct "On-the-Job Training" (OJT) for new staff on how to use specific chemicals ● Visit client locations to perform surprise inspections. ● Investigate any complaints and ensure a "re-clean" happens if necessary. ● Visit the site in advance for any safety hazards ● Monitor all materials at the site ● Order new supplies before they run out

	<ul style="list-style-type: none"> ● Compiling weekly or monthly data for the manager
Financial Executive	<ul style="list-style-type: none"> ● Prepare monthly Profit & Loss statements and balance sheets to track company performance ● Monitor “Cost per Site” to ensure cleaning contracts remain profitable ● Manage annual budgets and forecast cash flow to support regional operational needs ● Oversee all invoicing for corporate clients and ensure timely payments to suppliers ● Verify accurate payroll and statutory contributions for a large workforce of cleaners ● Ensure all business transactions and filings comply with current SST and corporate tax regulations ● Prepare financial schedules and documentations for smooth internal and external auditing processes
Human Resource Executive	<ul style="list-style-type: none"> ● Conducts interviews and assisting in hiring decisions ● Coordinates onboarding and orientation for new employees ● Organizes training sessions for cleaning techniques, safety protocols and customer service ● Monitors staff performance and attendance ● Manages contracts, agreements, and HR documentation ● Processes salaries, overtime, and allowances ● Encourages a positive work environment ● Ensures adherence to occupational health and safety regulations ● Implements workplace safety procedures for cleaners and office staff ● Keeps records for insurance, safety incidents, or audits.

TABLE 20: TASK AND RESPONSIBILITIES

7.6 List of External Professional Services and Their Services

EXTERNAL PROFESSIONAL SERVICES	SERVICES PROVIDED
Tax Agent	<ul style="list-style-type: none">• Helps calculate taxes the company needs to pay to avoid the company from overpaying or underpaying.• Helps with filing and submitting of the taxation documents to the authorities such as Lembaga Hasil Dalam Negeri (LHDN).• Provides taxation advice for the company such as things regarding claimable business expenses, employees tax matters etc.

TABLE 21: EXTERNAL PROFESSIONAL SERVICES

8.0 FINANCIAL PLAN

8.1 Start-up Cost

A. START-UP COSTS	RM
Capital Expenditures: Administrative	
Machine (Printer, Fridge, Coway)	2,000
Furniture & Fittings	2,500
Racks and Cabinet	1,000
Computer	14,000
Capital Expenditures: Operations	
Vehicle	50,000
Machine (Vacuum, high-pressure cleaner)	4,375
One-Time Start-Up Expenditure	
Starting inventory cost	564
Signboard	700
Office Equipment	500
Other Pre-Operations Expenditure	
Deposit (rent, utilities, etc.)	4,500
Business Registration & Licences	2,000
Insurance & Road Tax for Motor Vehicle	1,500
Other Expenditures	
Start-Up Costs	83,639

FIGURE 4. START-UP COST

8.2 Working Capital

WORKING CAPITAL (MONTHLY)		RM	FIXED	VARIABLE
Marketing				
Social Media Advertisement		500	-	500
Utilities (business card)		90	90	-
			-	-
Administrative				
Salaries		25,425	25,425	-
Office Supplies		100	-	100
Rental		1,000	1,000	-
Utilities		300	300	-
Professional Fees		3,220	3,220	-
Operations				
Consumables		672	-	672
Carriage Inward & Duty		500	-	500
Salaries, EPF & SOCSO		24,150	24,150	-
Fuel		500	-	500
			-	-
Other Expenditures				
Other Expenditures		500	-	500
Total Working Capital		56,957	54,185	2,772
Working Capital	3	months		170,871
Working Capital + Contingencies	10	%		187,958.1

FIGURE 5. WORKING CAPITAL

8.3 Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	RM271567.10
FINANCING	
Equity: share & venture capital	119440.1
Loan	107127
Hire-Purchase	45000
<i>Annual Interest Rate</i>	5%
<i>Loan Duration (years)</i>	7

FIGURE 6. START-UP CAPITAL AND FINANCING

8.4 Pro Forma Cash Flow Statement

Shine & Sparkle PRO FORMA CASH FLOW STATEMENT																	
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3	
CASH INFLOW																	
Capital (Cash)	126,764		0	0	0	0	0	0	0	0	0	0	0	126,764	0	0	
Loan	107,127													107,127			
Cash Sales		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Collection of Accounts Receivable			66,240	110,400	110,400	123,648	132,480	132,480	132,480	132,480	132,480	139,104	143,520	1,355,712	1,713,463	1,863,558	
TOTAL CASH INFLOW	233,891	0	66,240	110,400	110,400	123,648	132,480	132,480	132,480	132,480	132,480	139,104	143,520	1,589,603	1,713,463	1,863,558	
CASH OUTFLOW																	
Administrative Expenditure																	
Salaries, EPF & SOCSO		25,425	25,425	25,425	25,425	25,425	25,425	25,425	25,425	25,425	25,425	25,425	25,425	25,425	305,100	335,610	385,952
Office Supplies		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,320	1,518	
Rental		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,200	15,180	
Utilities		300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,960	4,554	
EPF & SOCSO		3,220	3,220	3,220	3,220	3,220	3,220	3,220	3,220	3,220	3,220	3,220	3,220	38,640	42,504	48,880	
Marketing Expenditure																	
Salaries		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
EPF & SOCSO		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Social Media Advertisement		500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,600	7,590	
Utilities (business card)		90	90	90	90	90	90	90	90	90	90	90	90	1,080	1,188	1,366	
Promotion		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Operations Expenditure																	
Cash Purchase		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Payment of Account Payable		0	52,837	52,837	52,837	52,837	52,837	52,837	52,837	52,837	52,837	52,837	52,837	581,207	634,044	697,448	
Carriage Inward & Duty		500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,600	7,590	
Salaries, EPF & SOCSO		24,150	24,150	24,150	24,150	24,150	24,150	24,150	24,150	24,150	24,150	24,150	24,150	289,800	318,780	366,597	
Utilities (Overhead Cost)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Fuel		500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,600	7,590	
Other Expenditure		500	0	0	0	0	0	0	0	0	0	0	0	500	550	633	
Pre-Operations																	
Deposit (rent, utilities, etc.)	4,500													4,500			
Business Registration & Licences	2,000													2,000			
Insurance & Road Tax for Motor Vehicle	1,500													1,500	1,500	1,500	
Other Pre-Operations Expenditure	0													0			
Fixed Assets																	
Purchase of Fixed Assets - Land & Building	2,000													2,000			
Purchase of Fixed Assets - Others	23,639													23,639			
Hire-Purchase Down Payment	5,000													5,000			
Hire-Purchase Repayment:																	
Principal		536	536	536	536	536	536	536	536	536	536	536	536	6,429	6,429	6,429	
Interest		113	113	113	113	113	113	113	113	113	113	113	113	1,350	1,350	1,350	
Loan Repayment:																	
Principal		1,785	1,785	1,785	1,785	1,785	1,785	1,785	1,785	1,785	1,785	1,785	1,785	21,425	21,425	21,425	
Interest		625	625	625	625	625	625	625	625	625	625	625	625	7,499	7,999	8,999	
Tax Payable		0	0	0	0	0	0	0	0	0	0	0	54,890	54,890	61,794	59,982	
TOTAL CASH OUTFLOW	38,639	59,344	111,681	111,681	111,681	111,681	111,681	111,681	111,681	111,681	111,681	111,681	111,681	1,666,571	1,881,359	1,640,082	
CASH SURPLUS (DEFICIT)	195,252	-59,344	-45,441	-1,281	-1,281	11,967	20,799	20,799	20,799	20,799	20,799	27,423	-23,051	208,244	244,010	223,475	
BEGINNING CASH BALANCE		195,252	135,908	90,468	89,187	87,907	99,874	120,674	141,473	162,272	183,072	203,871	231,295	0	208,244	452,254	
ENDING CASH BALANCE	195,252	135,908	90,468	89,187	87,907	99,874	120,674	141,473	162,272	183,072	203,871	231,295	208,244	208,244	452,254	675,729	

8.5 Pro Forma Income Statement

Shine & Sparkle PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	1,556,640	1,712,304	1,883,534
Less: Cost of Sales			
Opening stock			
Purchases	634,044	697,448	767,193
Less: Ending Stock			
Carriage Inward & Duty	6,000	6,600	7,590
	640,044	704,048	774,783
Gross Profit	916,596	1,008,256	1,108,751
Less: Expenditure			
Administrative Expenditure	360,540	396,594	456,083
Marketing Expenditure	7,080	7,788	8,956
Other Expenditure	500	550	633
Business Registration & Licences	2,000		
Insurance & Road Tax for Motor Vehicle	1,500	1,500	1,500
Other Pre-Operations Expenditure	0	0	0
Interest on Hire-Purchase	1,350	1,350	1,350
Interest on Loan	7,499	5,999	4,499
Depreciation of Fixed Assets	11,619	11,619	11,619
Operations Expenditure	295,800	325,380	374,187
Total Expenditure	1,327,932	1,454,828	1,633,610
Net Profit Before Tax	228,708	257,476	249,924
Tax	54,890	61,794	59,982
Net Profit After Tax	173,818	195,682	189,942
Accumulated Net Profit	173,818	369,500	559,442

FIGURE 7. PRO-FORMA INCOME STATEMENT

8.6 Pro Forma Balance Sheet

Shine & Sparkle PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book V)			
Administrative Machines	2,000	2,000	2,000
Furniture & Fittings	2,143	1,786	1,429
0	0	0	0
Computer	11,200	8,400	5,600
Racks and Cabinet	857	714	571
Signboard	583	467	350
Office Equipment	429	357	286
0	0	0	0
0	0	0	0
Machine (Vacuum, high-pressure cleaner)	3,500	2,625	1,750
Equipment	451	338	226
Vehicle	42,857	35,714	28,571
0	0	0	0
Other Assets			
Deposit	4,500	4,500	4,500
	68,520	56,901	45,283
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable	200,928	199,769	219,746
Cash Balance	208,244	452,254	675,729
	409,172	652,023	895,475
TOTAL ASSETS	477,692	708,924	940,758
Owners' Equity			
Capital	126,764	126,764	126,764
Accumulated Profit	173,818	369,500	559,442
	300,582	496,264	686,206
Long-Term Liabilities			
Loan Balance	85,702	64,276	42,851
Hire-Purchase Balance	38,571	32,143	25,714
	124,273	96,419	68,565
Current Liabilities			
Accounts Payable	52,837	116,241	185,986
TOTAL EQUITY & LIABILITIES	477,692	708,924	940,758

FIGURE 8. PRO-FORMA BALANCE SHEET

9.0 PROJECT MILESTONES

The following table outlines the key phases involved in the establishment and commencement of Shine & Sparkles Sdn. Bhd. Each milestone represents a critical step in ensuring our operational readiness and market entry in Puncak Alam.

ACTIVITIES	DEADLINES
Business registration	23 September 2023
Incorporation of the business venture	30 September 2023
Research and development begin	5 October 2023
Completion of the layout view of the shop	15 October 2023
Ordering equipment and raw materials	25 October 2023
Signing of the owner and supplier	1 November 2023
Preparation to arrange the equipment	10 November 2023
Starting to open the shop	15 November 2023
Receipt of the first order	18 November 2024

TABLE 22: LIST OF ACTIVITIES AND THEIR DEADLINES

10.0 CONCLUSION

Based on the research and discussion in the report above, it is evident that Shine & Sparkle Sdn. Bhd. is trying to make lives easier for those who are having trouble with their house being untidy and unclean by providing a high quality home-cleaning service with low price rate. Though, there can be said, quite a lot of our competitors out there and we are still new in this industry, Shine & Sparkle Sdn. Bhd. will try its best to win customers' hearts and be one of their favourite home-cleaning services too. In order to do this, as discussed above, we need to consider many factors that will affect customers' view on our company like the distribution channels, marketing strategies, quality of our services, and many others. If Shine & Sparkle Sdn. Bhd.

succeeds in maintaining all of the good sides of these factors, many more customers will be attracted to the company itself thus making it as known as our competitors.

Additionally, Shine & Sparkle Sdn. Bhd. is ready to run efficiently according to its operational and financial management. Our administrative team has always been precise in making sure all of the technical aspects of our business are perfect and has no flaws in order to grab the title of 'long-running' business in the future. Other than that, we will also try to improve every aspect of the services offered by Shine & Sparkle Sdn. Bhd. according to customers' needs day by day because we are clearly a customer-centered company in which we will do as best as we can to adhere to every customers' requests. Frankly speaking, that is what will make our company closer to the customers.

In the future, Shine & Sparkle Sdn. Bhd. aims to expand the business by taking into consideration many points. We will increase the numbers of our laborers when we have an increase in our profit to make sure our services can be conducted in a much wider area and not just in Puncak Alam (per day). Not only that, we will also plan on providing services in more varieties to give more choices to our customers. We may also start to build our own website to make the booking of the services easier than just using social media platforms which might be quite inefficient for some people. By continuously improving and providing, Shine & Sparkle Sdn. Bhd. will have a bigger opportunity to grow into a successful venture just like its competitors. Therefore, this business plan concludes that Shine & Sparkle Sdn. Bhd. is a viable and promising business with prospects of long-term success.

11.0 APPENDICES

11.1 DRAFTS OF LOGOS



DRAFT 1 AND 2



DRAFT 3



FINAL LOGO RESULT

11.2 ADMINISTRATIVE MEETING



ADMINISTRATIVE GROUP PHOTO

(From right to left: Nisrina Alisya, Siti Ariena, Najiha Mohd. Tahir, Nur Shaznida, Batrisya Mohd. Rashdy, Siti Nor Asqiyiqin Natasha, Nur Nisa)



MEETING