



PRINCIPLES OF ENTREPRENEURSHIP (ENT530):

FACULTY OF INFORMATION SCIENCE

PROJECT TITLE: CAMPUS CLEAN BUSINESS PLAN

PREPARED BY:

NAME	MATRICS NUMBER	COURSE CODE
FATIN BATRISYIA BINTI AHMAD NAZRI	2024244494	CDIM261
NUR AQILAH IZZATI BINTI SALLEH	2024229118	CDIM261
NUREEN AZYLYA BINTI MOHD NIZAM	2024405592	CDIM261
EZRA JOSIAH JONIS	2024200644	CDIM 260
NURSYIFA IZYAN BINTI MAT KAMAL	2024282924	CDIM261
MOHD HYLMI QYRRIL BIN LOSUYUN @ JUHILIN	2024427556	CDIM263

PREPARED FOR:

EN. RASLAN BIN NORDIN

TABLE OF CONTENTS

1.0 Introduction	1
2.0 Company’s Name and Logo	2
3.0 Industry Analysis	3
4.0 PRODUCT AND SERVICE DESCRIPTION	5
5.0 Market Analysis and Strategy	7
5.1 Method of Data Collection	7
5.2 Marketing Objectives	7
5.3 Market Segmentation	7
5.3.1 Target Market	7
5.3.2 Market Size	8
5.3.3 Market Share	8
5.4 Competitor Analysis	8
5.5 SWOT Analysis	9
5.5.1 Strengths	9
5.5.2 Weaknesses	9
5.5.3 Opportunities	9
5.5.4 Threats	9
5.6 Estimate of Sales Volume and Value (3 Years)	10
5.7 Service	10
5.8 Price	10
5.9 Promotion	11
5.10 Distribution	11
5.11 Sales Tactic / Sales Plan	11
6.0 OPERATIONS PLAN	12
6.1 Business Operations Overview	12
6.2 Operational Process Flow	12
6.3 Location of Operations	13

6.4 Operating Hours	13
6.5 Equipment, Facilities, and Technology.....	13
6.6 Suppliers and Business Partners	14
6.7 Manpower Planning.....	14
6.8 Quality Control and Risk Management.....	15
7.1 Human Resources and Staffing Requirement	18
7.2 Estimated Human Resource Cost.....	18
7.3 External Resources and Professional Services	19
7.4 Compensation and Incentive Structure	19
7.5 Management Feasibility	19
8.0 FINANCIAL PROJECTION.....	20
8.1 Financial Assumptions	20
8.2 Start-Up Cost.....	20
8.3 Working Capital.....	21
8.4 Total Capital Requirement	21
8.5 Revenue Projection	22
8.6 Pro Forma Income Statement.....	22
8.7 Pro Forma Cash Flow Statement	22
8.8 Break-Even Analysis.....	23
8.9 Financial Feasibility and Sustainability.....	23
9.0 Conclusion	23
10.0 Appendices.....	25

ACKNOWLEDGEMENT

First and foremost, we were so grateful to Allah SWT for the opportunity to complete the case study report for subject Principles of Entrepreneurship (ENT 530) that was assigned to us. Without His guidance, we may not be able to gather all the information and material needed for this business plan report regarding Campus Clean. We also would love to thank our dedicated lecturer, Encik Raslan Bin Nordin, for leading us on the right track until the submission of the report. We really appreciate all the knowledge and his hard work to make sure that all knowledge for this subject has been to his students.

This report will not become a complete report without the hard work from the group members, which contributes a lot to completing this report. All the effort and hard work can be seen in the report. Teamwork is also one of the factors why the report can be done before the deadline. Due to that, we would like to express gratitude for the group members for working and supporting each other throughout completing this business plan report.

1.0 Introduction

Campus clean is a service provided to complement the daily needs and wants of university students, namely an online-based laundry service. The purpose of this service is to help busy university students manage their clothes that need to be washed more easily, saving time and costs, especially for students who are busy with a tight class schedule and long distances to laundry.

Most university students experience problems and difficulties with lack of time to wash clothes, long distances to laundry, and long waiting times due to the large number of students and insufficient number of machines, especially during peak times. This situation often creates discomfort and will disrupt the daily routine of students. Therefore, Campus Clean has been introduced as a more practical solution by offering a simple and hassle-free laundry service.

Campus Clean has also provided a complete service that will include picking up clothes, washing, folding and re-delivering them to students' homes or locations they have designated for pickup on campus. All bookings will be made online, this facility will help ease students and can place orders very quickly and easily using just their smartphones.

Campus Clean main target is university students, or more specifically students who live in residential colleges and rented houses around campus. This situation will focus on this market segment, Campus Clean can adjust services and prices according to the needs and budget of students.

Campus Clean services have a competitive advantage in that they are online and user-friendly, the prices are also set to be affordable for students and also save all students time. Compared to the difficulty of students taking clothes to the laundry to be washed, Campus Clean services offer convenience to students by bringing the service directly to the students. From a financial point of view, this service operates using a relatively low capital cost with consistent demand, thus having strong growth potential as the number of students increases and the service is expanded to more campuses in the future.

2.0 Company's Name and Logo

- **Company's Name**

The business will operate using the name Campus Clean, which is a brand name associated with cleanliness, freshness, and efficiency in the laundry business, particularly among university students. It is the combination of the words “Campus” and “Clean”. It easily indicates the nature of the business, which provides laundry solutions in the campus setting.



Figure 1: Campus Clean Logo

The Campus Clean logo has a contemporary depiction of a washing machine, together with water effects in the form of bubbles, signifying cleanliness. The addition of the icon of a t-shirt ensures that the type of business is clear, making the service easily identifiable as one that is offered by a laundry company. The round shape of the logo is associated with dependability and wholeness, while the phrase, ‘Clean, Fresh, & Express’ denotes the company’s concern with purity, freshness, and quick delivery. The color scheme is associated with trust, cleanliness, and reliability.

- **Vision and Mission**

The vision of Campus Clean is to be the most preferred laundry service provider among university students in Malaysia. The mission of the organization is to make the life of university

students simpler by providing fast, reliable, and convenient laundry services through online platforms.

- **Type of Business**

Campus Clean is an online-based service where customers can place orders via digital platforms like WhatsApp, Instagram, and even a mobile app. Such a system is compatible with the digital lifestyle of students and ensures smooth service organization without having a physical outlet.

- **Operation Area**

For the first stage of business, Campus Clean targets their operation only in the University Technology Mara (UiTM) Puncak Perdana Campus and their surrounding student hostels. This targeted operational area enables the company to test the efficiency of their service and build a solid customer base before expanding their operation to other campuses in the future.

- **Legal Structure**

Based on its legal form, Campus Clean is set up as sole proprietorship when it is in the startup stage. This is because it requires fewer start-up resources, is easy to manage, and is quite flexible. Later, when it grows bigger, it can develop into a Private Limited Company (Sdn. Bhd.).

- **Key Partners**

Some of the most important partnerships that Campus Clean relies on to conduct its operations include works with local laundry shops to provide washing, drying, and ironing services to ensure quality is maintained. There are also partners who handle the delivery process, either motorbike riders or courier companies, who are responsible for the collection and delivery of the laundry.

3.0 Industry Analysis

- **Laundry Service Industry Overview**

The laundry service industry is a rapidly growing industry that is fueled by urbanization, busy lives, and the need for convenience-based services. Many people, especially students and youths, find themselves outsourcing various domestic chores like laundry because of their busy lives. This has made the provision of laundry services a vital support service.

- **Trends**

The current trends in the industry indicate a significant shift towards convenience-oriented services, including online laundry services with pick-up and delivery. This is because the lifestyle of students, with a tight schedule of studies and a lack of transportation, generates a significant need for time and effort. Another trend, which makes online laundry services more attractive, is the use of online platforms for the booking of the services.

- **Key Success Factors**

Several key success factors influence performance in the laundry service industry. These include consistent laundry quality, punctual pickup and delivery, and affordable pricing. Customer trust is built through reliable service and care for clothing items. Additionally, flexible pricing options such as subscription packages are important for attracting and retaining student customers who are generally price sensitive.

- **Future Industry Outlook**

The outlook of the laundry service industry remains positive. The industry is expected to continue growing as students and young professionals increasingly rely on time-saving services. Technological adoption and digital service models will further support industry expansion. With its campus-focused approach and online-based operations, Campus Clean is well-positioned to benefit from future industry growth and changing consumer behavior.

4.0 PRODUCT AND SERVICE DESCRIPTION

- **Laundry Pickup and Delivery Process**

Campus Clean is an online laundry pickup and delivery service. This service is designed specifically for university students who often struggle to find some time for laundry due to busy schedules, part-time jobs, and academic commitments. Students often spend three to four hours doing their laundry at the doobby, even though that time could be much productively spent on their studies. So, this service provides a complete solution for students that have the same problem. For example, this Campus Clean handles everything from pickup to washing, folding, and delivery. These services help to solve student problems and students can focus on their studies and daily activities without worrying about their laundry. However, to use the services, students easily can place an order or contact through WhatsApp, Instagram, or Campus Clean official website. Once the order is confirmed, students must select a pickup time that suits their individual schedules. It is easier for Campus Clean staff to collect the laundry directly, such as dormitories, apartments, or student housing. This service saves a lot of effort to carry heavy laundry bags to a doobby. However, after collection the laundry is sent to partnered local laundries where it is washed using professional detergents and methods suitable for different fabric types. For example, special care is provided for delicate items to prevent damage, and all clothing is neatly folded before delivery. Once processed, Campus Clean delivers the clean laundry back to the student at the scheduled time and this service also provides notifications sent at each stage to ensure transparency and reliability. This process ensures that students receive high-quality, convenient service without the usual hassles of traditional laundry.

- **Pricing (Per kg/monthly package)**

Campus Clean offers a flexible pricing structure to accommodate the needs and budgets of students. Standard pricing starting from RM4 per kilogram depending on the type of fabric and washing requirements. For students who require regular service, monthly subscription packages are available, starting from RM50 for 10 kilograms per month. This price includes priority pickups, scheduled weekly deliveries, and discounted rates for larger volumes. However, additional

services such as express delivery, stain removal, or delicate fabric handling are offered for a small extra fee, providing further convenience and customization for individual needs. The service schedule is designed to be flexible, with pickups and deliveries available three to four times a week depending on demand and location of campus.

- **Value Proposition**

The value proposition of Campus Clean lies in its ability to provide a convenient time saving, and affordable laundry solution tailored specifically for university students. While traditional laundromats require students to travel, wait in queues, and manage their own laundry time. Campus Clean offers a door-to-door service that fits seamlessly into a busy student lifestyle. By combining online booking, flexible scheduling, reliable pickup and delivery, Campus Clean removes the inconvenience associated with laundry tasks. In addition, Campus Clean also delivers cost-effective pricing that is suitable for students with limited budgets, especially monthly subscriptions. The availability of subscription packages further increases value by offering savings, priority service, and consistency. Overall, Campus Clean differentiates itself by transforming laundry from time-consuming chores into a simple, stress-free service, allowing students to focus on their academic and personal commitments.

5.0 Market Analysis and Strategy

This section focuses on the market environment that takes place at Campus Clean services. This includes market data, estimated sales volume, and strategic approaches to ensure business viability.

i) Market Analysis

5.1 Method of Data Collection

In collecting data to understand the market analysis of Campus Clean, some alternatives were taken including the combination of survey and data analysis. The analysis focuses on the target audience including universities students living in hostels and rented accommodations by understanding their laundry habits. To collect data, some informal surveys were done to truly understand students' demand in using such services, preferences, and the factors of their involvement. In addition, doing some research on online articles and direct observation of existing services were also taken as alternatives to gather deeper insight to support market size estimation.

5.2 Marketing Objectives

The marketing objective of Campus Clean is to expand the business within the first year of operation, with the achievement of 5% market share. This includes a persistent increase in market share in the coming years. The aim is also to gain at least 100 regular customers in the first year through subscriptions and repeat usage. With the trust gained by regular customers, the business is able to secure a stable revenue. Campus Clean also intends to grow its presence to reach more people, especially among university students through social media and campus-based promotions to ensure long-term engagement.

5.3 Market Segmentation

5.3.1 Target Market

The main target market of Campus Clean is university and college students. This includes a wide range of accommodations, such as students living in campus hostels, dormitories, or nearby rented apartments. Focusing on these areas allows the business to reach a larger audience in a

shorter time, as many people aged 18-25 concentrated there. This is the age group that highlights student’s active and busy lives, creating a significant opportunity for the business to provide a service that can provide convenient for them. The service’s design also focuses on students who prioritize convenience and prefer time-saving solutions.

5.3.2 Market Size

The market size for Campus Clean is determined by the student's population of a university and the estimated number of students likely to use the laundry pickup and delivery service. From the analysis, it is estimated that a single university has approximately 10,000 students. Based on the conducted analysis, about 30% of these students are likely to face challenges due to insufficient washing facilities in their campus and would require the service. This results in approximately 3000 potential users from a single campus.

5.3.3 Market Share

The market share for Campus Clean aims to gradually reach 5% in the first year. With the estimated 3000 students likely to use the service on a single campus, a 5% market share translates to approximately 150 active users in the first year. The market is then expected to grow to 8% in the second year, representing about 240 students, and reach 10% in the third year. This steady growth reflects a realistic prediction for the business, as user trust and participants continue to increase.

5.4 Competitor Analysis

Competitors	Strengths	Weaknesses
Conventional laundries	Well-known and trusted, reliable washing quality	No delivery, high traffic
Self-service laundromats	Low cost, 24-hour operation	Time-consuming, self-service
General online laundry services	Services options, convenience	Not student-focused, higher prices

5.5 SWOT Analysis

5.5.1 Strengths

Campus Clean is designed specifically for students by offering a convenient laundry pickup and delivery service which allows students to use the services without competing with non-students. With the subscription option provided, students are able to use the service regularly with simplified processes and without any issues. Campus Clean also offers affordable student pricing, as it is primarily targeting students.

5.5.2 Weaknesses

Campus Clean may face issues like limited manpower for the delivery operation at the early stage. Plus, as it depends on partner laundry shops, it may affect operational workflow. Additionally, running this business may take some time to gain attention, as the brand is not yet widely known among students.

5.5.3 Opportunities

With the growing population of students, Campus Clean has the opportunity to gain increased demand for the services. Students will always go for solutions that could help them save time as they are occupied with their busy days. Additionally, the broadening awareness of this business could grow the expansion to other multiple campuses.

5.5.4 Threats

Campus Clean has to face its competitors with the existing laundry shops around the campus that have already gained student reliability. Providing student-friendly pricing might become an issue as fuel and delivery cost are rising. Securing reliable delivery riders may also be challenging, especially during peak hours.

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Use the convenient student-focused services to meet	Use strong services and affordable pricing to compete with existing

	growing demand and expand to other campuses.	laundries and maintain reliability despite cost challenges.
Weaknesses (internal, negative)	Improve delivery and workflow to handle more students, and use marketing to make more students aware of the brand	Make the brand stronger and improve operations to reduce problems from competitors and rising costs while keeping services quality consistent.

5.6 Estimate of Sales Volume and Value (3 Years)

Service Market Share and Sales			
	Year		
	Year 1	Year 2	Year 3
Market share (%)	5%	8%	10%
Total sales in units	500 orders	800 orders	1200 orders
Total sales in RM	RM7500	RM12000	RM18000

ii) Market Strategy

5.7 Service

Campus Clean provides complete laundry management, from pickup to delivery, including washing, drying, and folding. With a variety of service options available, students can choose the services that suit their needs, such as standard services, sensitive skin services, heavy item service, hygiene-focused service, or express service. Campus Clean also provides subscription packages that enable students to schedule regular laundry pickups each month at a discounted price.

5.8 Price

Service Types	Description	Price
Standard Laundry Service	Pickup, washing, drying, folding and delivery	RM15 per order

Pay-per-Kilogram Service	Laundry charged based on weight	RM4 per kg
Monthly Subscription	4 standard services per month (weekly pickup)	RM50 per month
Heavy Item Service	Blanket, comforter, bedsheet set	RM5 per item
Sensitive Skin Service	Fragrance-free and gentle detergent	+RM3 per order
Hygiene-Focused Service	Separate wash and high-temperature cleaning	+RM5 per order
Express Service	Priority handling, shorter waiting time	+RM5 per order

5.9 Promotion

Campus Clean focuses on using social media platforms to carry out its promotional strategies, as this closely relates to student lifestyles, where they actively use social media in their daily lives. This includes promoting the services through Campus Clean’s official Instagram and TikTok accounts. Distribution of promotions within campus WhatsApp groups also plays a big role in spreading awareness among students. In addition, physical and online flyers are actively distributed within university hostels.

5.10 Distribution

Campus Clean operates by picking up students’ laundry directly from their hostels and delivering it back to them. This provides convenience, allowing students to save time and energy without having to go to the laundry and do everything themselves.

5.11 Sales Tactic / Sales Plan

Students can place their orders through platforms like WhatsApp or Instagram, making the ordering process easier with integrated online banking and e-wallet payments. Campus Clean also has its own official app and website, where students can place orders and access subscription packages, referral rewards, and promotional discounts. This keeps students engaged while enjoying the convenience offered by the app.

6.0 OPERATIONS PLAN

The Operations Plan outlines how Campus Clean will coordinate its daily operations that will enable it to offer high quality, reliable, and efficient laundry services to the university students. This plan is aimed at operational workflow, location, operational hours, resources, manpower and quality control to facilitate service delivery in a smooth manner.

6.1 Business Operations Overview

Campus Clean is an online pickup and drop laundry service that centers on laundry pick up and drop services and is targeted at university students who are highly engaged with their studies. Customers can order online via WhatsApp or Instagram or the Campus Clean site and order a product and have it delivered on-site in a few minutes without having a physical retail store. All laundry services are conducted by means of strategic alliances with local laundry stores equipped with professional laundry and dry-cleaning services.

The operating model lowers the startup and operation expenses considerably since Campus Clean is not compelled to invest in laundry machines or a physical store. Simultaneously, it makes its services highly efficient and flexible, as the business could adapt to the demand by changing its operations. Using digital platforms and third-party support, Campus Clean can offer a high-quality, scalable, and student-friendly laundry service and concentrate on the coordination, quality control, and customer satisfaction.

6.2 Operational Process Flow

Campus Clean follows a structured operational workflow to ensure timely and accurate service:

1. **Order Placement.** Customers place orders via WhatsApp, Instagram, or the Campus Clean website/app by selecting service type, pickup time, and delivery preference.
2. **Laundry Pickup.** Laundry is collected from student hostels or rented accommodations at the scheduled time. Each laundry order is tagged and recorded to avoid loss or mix-ups.
3. **Laundry Processing.** Collected laundry is delivered to partnered laundry shops for washing, drying, and special treatment based on customer requirements.

4. **Folding and Quality Check.** Clean clothes are folded neatly and inspected to ensure quality and cleanliness.
5. **Delivery to Customer.** Laundry is delivered back to customers according to the agreed schedule, and confirmation is provided upon delivery.

6.3 Location of Operations

Campus Clean is an enterprise in UiTM Puncak Perdana Campus and residential premises. The company will not need a brick-and-mortar store since it is all performed online. Laundry processing will be done at partnered laundry stores within the nearby areas around the campus in order to reduce transportation time and costs of operation.

6.4 Operating Hours

Activity	Time
Booking & Customer Service	9.00 AM – 10.00 PM
Laundry Pickup	10.00 AM – 6.00 PM
Washing & Processing	11.00 AM – 9.00 PM
Laundry Delivery	4.00 PM – 9.00 PM

Operating Days: Monday to Saturday
Closed: Sunday (except express services)

6.5 Equipment, Facilities, and Technology

Campus Clean utilizes basic equipment and digital tools to support daily operations.

Equipment and Facilities:

- Laundry collection bags
- Label tags

- Motorbikes for delivery
- Packaging materials

Technology Used:

- WhatsApp Business and Instagram
- Online payment systems (e-wallet and online banking)
- Simple order tracking system

These resources allow Campus Clean to operate efficiently without high capital investment.

6.6 Suppliers and Business Partners

Campus Clean collaborates with external partners to ensure smooth operations:

- **Laundry partners** provide washing, drying, ironing, and special care services.
- **Delivery partners** handle laundry pickup and delivery.
- **Suppliers** provide detergents and packaging materials.

These partnerships help maintain service quality while controlling operational costs.

6.7 Manpower Planning

Campus Clean operates with a small and efficient team structure.

Position	Main Responsibilities
Operations Manager	Oversees daily operations and partner coordination
Delivery Coordinator	Manages pickup and delivery schedules
Delivery Riders	Handle transportation of laundry
Customer Service Officer	Manages customer inquiries and orders

6.8 Quality Control and Risk Management

To maintain service quality and reduce operational risks, Campus Clean implements the following measures:

- Laundry tagging system to prevent item loss
- Quality inspection before delivery
- Monitoring customer feedback
- Backup delivery riders during peak periods
- Clear policies for damaged or delayed items

These measures help build customer trust and ensure consistent service performance.

6.9 Operational Capacity

Campus Clean can serve an average of 15 to 20 orders within a day at the start up stage, which will depend on quantities of laundry per order, availability of delivery riders, and volume of orders that are processed by partnered shops. This working capacity is appropriate during the beginning stage of the business since it will enable the company to concentrate on the quality of services, timely pickup and delivery services, and efficient coordination between delivery and laundry partners.

To meet the demand, Campus Clean can increase its capacity to deliver through the introduction of more delivery riders, an extension of pickup and deliveries time, and collaborating with more laundry stores within the campus. Optimal forecasting demand will also be achieved by introducing subscription-based services that will assist in the optimization of daily operations. This scalable and adaptable business approach will allow Campus Clean to expand gradually without losing its ability to deliver its services effectively and on a high standard.

7.0 Management Team & Company Structure

- **Organization Chart**



- **Roles of Six Members**

Campus clean uses a simple and workable organizational chart to ensure that day-to-day running of business is smooth and effective. It is managed by six members who undertake different roles in regard to their responsibilities and areas of expertise. This will ensure effective communication, efficient decision-making, and accountability of the organization.

The Project Manager oversees the business activities within the organization and ensures that Campus Clean attains the set goals and objectives. He coordinates between different

departments, performance monitoring, and developing strategic decisions on business growth, partnerships, and improvement of services.

The Operations Manager is responsible for the day-to-day operation activities of Campus Clean. The role entails laundry collection and delivery, liaison with partnered laundry shops, following up on the work schedule as set by clients, and ensuring that service quality is observed as required. The Operations Manager thus plays a major role in ensuring timely receipt of laundry by customers and that this laundry is well done.

The role of the Marketing Manager is to market Campus Clean and build brand awareness among university students. This involves handling social media sites such as Instagram and WhatsApp, preparing promotional materials, organizing promotion campaigns, and interacting with potential clients. The Marketing Manager also engages customers to gain feedback on enhancing services and promotional programs.

The Finance Manager is responsible for the entire financial aspect of the company. These include budgeting and pricing decisions. They are in charge of all the expenses and the production of various basic statements, such as income statements and cash flow statements. This helps the company, Campus Clean, maintain good cash flow and expenses.

Customer Service Officer Campus Clean opens its communication channel with customers through the Customer Service Officer. Customer Service Officer is responsible for attending to inquiries, placing orders, confirming collection and delivery schedules, and resolving any complaints from customers. Customer service is integral in creating trust between Campus Clean and its customers.

Finally, the Delivery Coordinator is tasked with managing the logistics of pick-ups and deliveries. The responsibilities include organizing routes for delivering, coordinating with bike riders, arranging the safe pick-up and delivery of the laundry, among others. The Delivery Coordinator ensures that logistics flow smoothly.

In summary, the management structure of Campus Clean is aimed at ensuring efficiency in the running of the company, strong service delivery, and growing the business. Every member of staff contributes significantly to the success of the company while collective efforts are made to address customer demands.

7.1 Human Resources and Staffing Requirement

In the initial stage, Campus Clean employs a **small workforce** to control costs while meeting operational needs.

POSITION	NUMBER OF PERSONNEL
Project Manager	1
Marketing Manager	1
Finance Manager	1
Customer service officer	1
Production Manager	1
Delivery Coordinator	1
TOTAL	6

7.2 Estimated Human Resource Cost

COST COMPONENT	ESTIMATEED MONTHLY COST
Management allowance (6 members × RM500)	3,000
Delivery riders' allowance (2 × RM800)	1,600
Customer service allowance	1,200
EPF/SOCSO & incentives	300
Total Monthly HR Cost	6,100

7.3 External Resources and Professional Services

Campus Clean relies on external services to support business operations without hiring full-time specialists.

External Service	Purpose	Estimated Cost (RM)
Partner laundry shops	Washing, drying, folding	Included per order
Delivery riders (outsourced support)	Backup during peak hours	RM300 / month
Accounting consultation	Financial advice & record setup	RM200 / month
IT / Website support	System maintenance	RM150 / month

7.4 Compensation and Incentive Structure

To motivate the team and maintain performance, Campus Clean implements a basic incentive system:

- Monthly allowances for management members
- Performance-based incentives for delivery riders
- Profit-sharing among founders after breakeven
- Bonus incentives during peak academic periods

This compensation approach supports employee motivation while maintaining financial sustainability.

7.5 Management Feasibility

With a lean management structure, controlled staffing costs, and strategic outsourcing, Campus Clean is able to operate efficiently while serving a large student population. The management and cost structure is scalable and can be expanded as demand increases in line with future business growth.

8.0 FINANCIAL PROJECTION

This part contains the financial forecasts of Campus Clean in the first three (3) years of operation. A financial analysis is made according to the realistic assumptions, the operational plan presented in Section 6.0, and the management and cost structure presented in Section 7.0. This section is aimed at determining the financial viability, sustainability and expansion prospects of Campus Clean.

The assumptions made are that UiTM Puncak Perdana will have an estimated number of students of about 8,000 students in need of laundry services. But Campus Clean embraces a conservative market entry strategy, in that; it only targets a small proportion of this market in the initial phase of business operation.

8.1 Financial Assumptions

The following assumptions are used in preparing the financial projections:

- Total student population: **8,000 students**
- Estimated active users (Year 1): **30% of students** (2,400 users)
- Average service price: **RM15 per order**
- Business operates **6 days per week**
- No physical laundry outlet (partner-based model)
- Motorbike delivery system (no company-owned vehicle)
- Costs increase gradually as business expands

These assumptions are conservative and realistic for a student-based service business.

8.2 Start-Up Cost

Start-up costs represent one-time expenses incurred before business operations begin. Since Campus Clean operates as an online-based service, start-up costs are relatively low.

Item	Amount (RM)
Business registration & licensing	500

Website & online ordering system	2,000
Branding & promotional materials	1,200
Office equipment (laptop, phone, printer)	3,000
Initial operational supplies (bags, tags, packaging)	1,300
Total Start-Up Cost	9,000

8.3 Working Capital

Working capital is required to support the daily operations of Campus Clean during the initial three months before stable cash flow is achieved.

Expense Item	Monthly (RM)	3 Months (RM)
Management & staff allowances	6,100	18,300
Laundry processing fees	6,000	18,000
Transportation (fuel & rider allowance)	800	2,400
Utilities & internet	400	1,200
Marketing & promotion	500	1,500
Miscellaneous expenses	300	900
Total Working Capital	14100	42,300

8.4 Total Capital Requirement

Description	Amount (RM)
Start-Up Cost	9,000
Working Capital	42,300
Total Capital Required	51,300

The business is financed through capital contributions from the partners.

8.5 Revenue Projection

Revenue projections are based on expected service usage among the student population in uitm Puncak Perdana.

Assumptions:

- Average monthly users: 2,400 students
- Average service fee: RM15 per order
- One order per student per month (average)

Description	Calculation	Amount (RM)
Monthly revenue	$2,400 \times \text{RM}15$	36,000
Annual revenue	$\text{RM}36,000 \times 12$	432,000

8.6 Pro Forma Income Statement

The pro forma income statement estimates profitability for the first year of operation.

Item	RM (Annual)
Revenue	432,000
Cost of services (laundry + delivery)	(168,000)
Gross Profit	264,000
Operating expenses (staff, marketing, admin)	(165,600)
Net Profit Before Tax	98,400

Campus Clean is projected to generate profit within the first year due to controlled costs and consistent demand.

8.7 Pro Forma Cash Flow Statement

Description	RM
Initial capital	51,300
Annual cash inflow	432,000
Annual cash outflow	(333,600)
Net Cash Flow	98,400

Ending Cash Balance	149,700
----------------------------	----------------

The positive cash flow indicates strong liquidity and financial sustainability.

8.8 Break-Even Analysis

Break-even analysis determines the minimum number of orders required to cover all operating costs.

Monthly fixed costs: RM13,100

Average contribution per order: RM7

Break-even volume:

$RM13,100 \div RM7 \approx$ **1,872 orders per month**

Campus Clean is expected to exceed the break-even point within the early months of operation.

8.9 Financial Feasibility and Sustainability

Based on the financial projections, Campus Clean is financially viable and sustainable. The business requires low initial capital, achieves positive cash flow, and generates profit within the first year of operation. The scalable business model allows for expansion to other campuses with minimal additional investment.

9.0 Conclusion

It can be concluded that Campus Clean is a service that is very helpful for university students, especially those who are very busy with their lecture schedules and college activities. Problems such as lack of time, long distances to the laundry, and long waiting times can be reduced by using the online laundry service that has been offered. With a system of picking up and delivering clothes directly to the student's place, Campus Clean makes the business of washing dirty clothes easier, faster and less burdensome.

In addition, Campus Clean also has good potential to grow in the future. The prices are reasonable, the packages provided are also very suitable for the needs and lifestyle of university

students. With very organized management and stable services, Campus Clean is not only able to build trust among students but also has the opportunity to expand this service to other campuses and will become the main choice for student laundry services throughout Malaysia.

10.0 Appendices

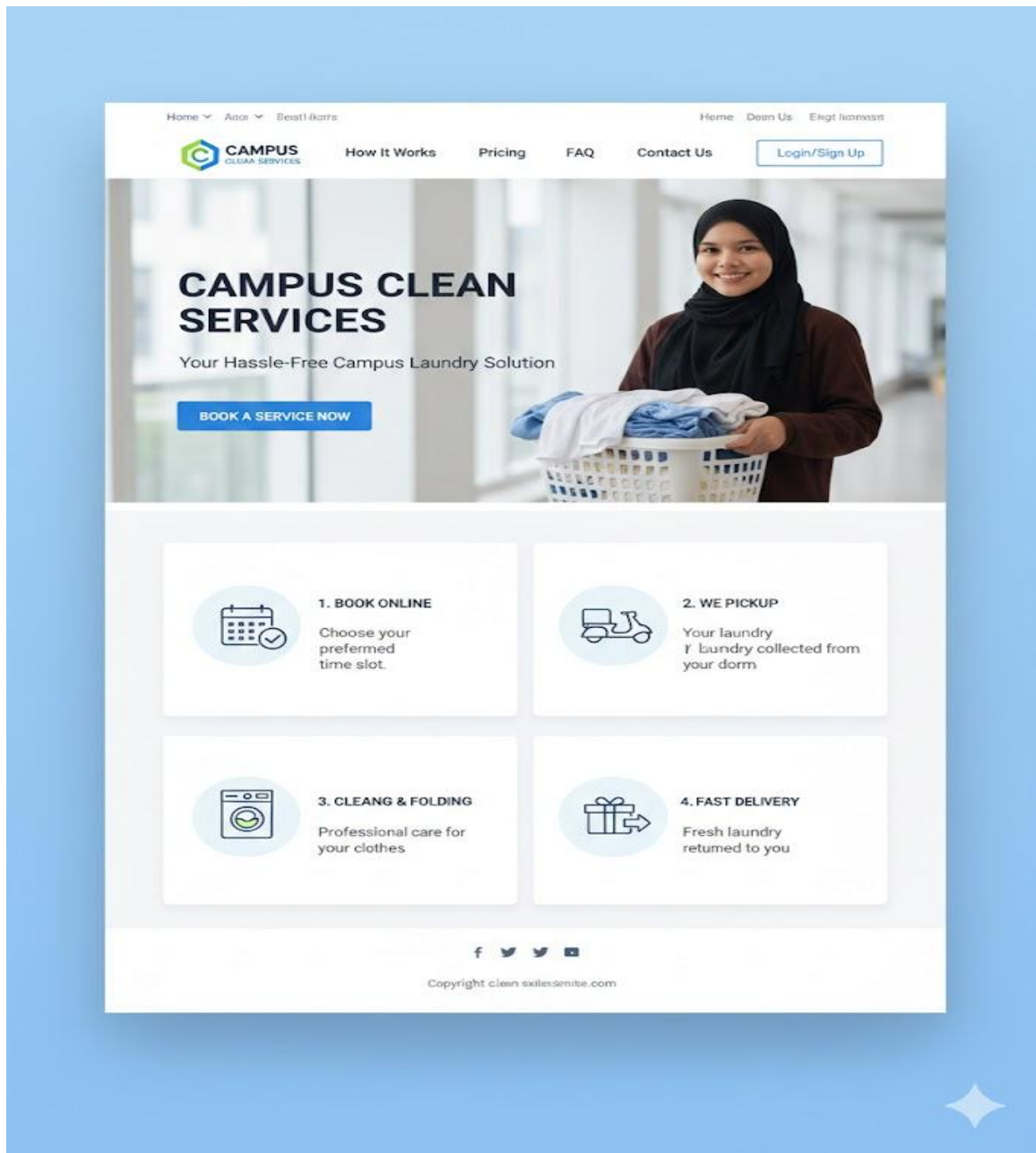


Figure 1: Campus Clean official website.



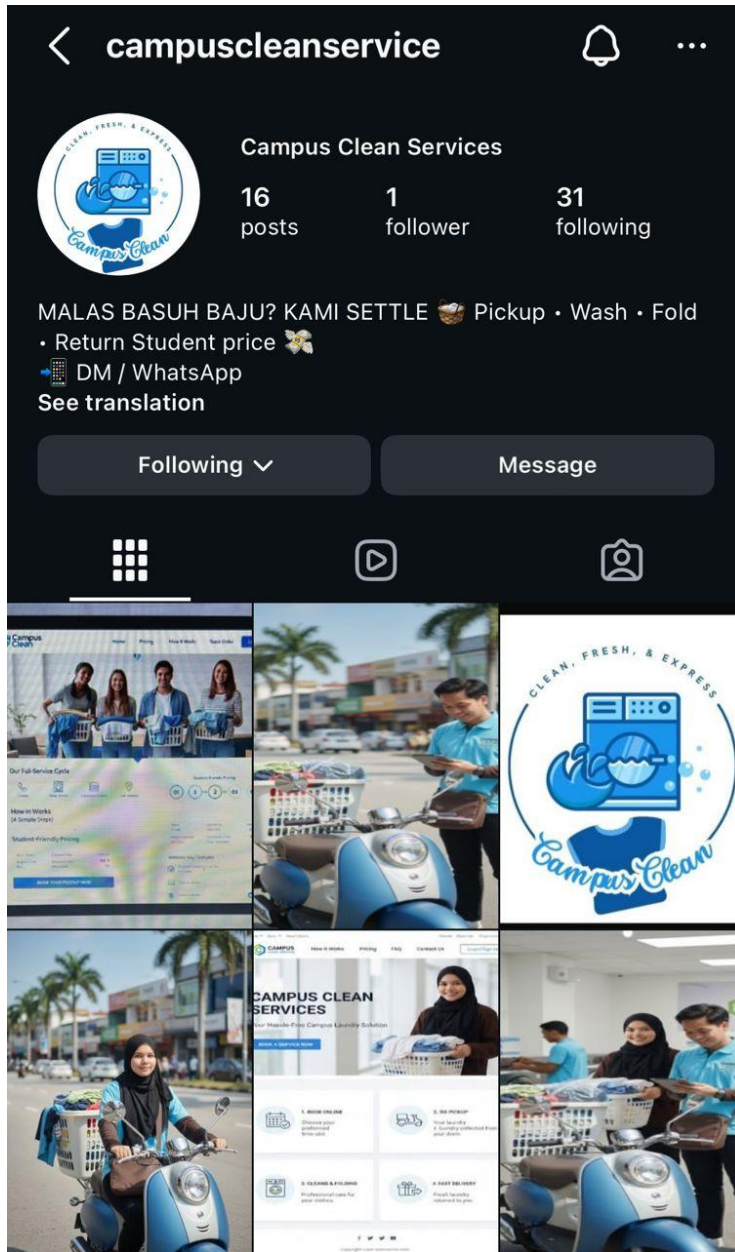


Figure 2: Campus Clean Official Instagram Account