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**GROUP ASSIGNMENT: BUSINESS PLAN REPORT**

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## 1.0 EXECUTIVE SUMMARY

Bubble Laundry Lounge is a modern hybrid commercial laundry business established in Papar, Sabah, providing both a 24/7 coin-operated self-service laundromat including wash, and dry machines service. The business commenced operations on 1 October 2025 and is strategically located at Pusat Perniagaan Papar, 89600 Papar, Sabah. Operated as a partnership business, Bubble Laundry Lounge is established with an estimated partners' capital of **RM200.000.** The investment covers shop renovation, commercial washing and drying machines, furniture, security systems, working capital, and business operating expenses.

The business addresses a growing market gap in Papar, where most existing laundromats offer only basic self-service facilities with limited value-added services. Bubble Laundry Lounge differentiates itself by combining affordable self-service laundry with premium wash, dry, and fold, targeting households, students, working professionals, and small businesses that require convenient and reliable garment care. The laundry industry also presents a relatively low operational risk because it does not involve perishable inventory or significant daily product wastage, making it a stable and sustainable service business.

Market analysis indicates strong business potential due to the rapid growth of residential housing and commercial activities in Papar. Bubble Laundry Lounge aims to capture customers within nearby residential neighbourhoods, apartments, offices and commercial premises by providing high-quality services. The business is projected to achieve at year sales revenue of approximately **RM540,000,** increasing to **RM720,00** by third year through customer retention, digital marketing iniatives, and the introduction of value-added services. Marketing efforts will focus on social media platforms, customer loyalty programs, promotional campaigns, and partnerships with nearby businesses and accommodation providers.

Operationally, Bubble Laundry Lounge utilize modern semi-automated commercial laundry equipment to ensure efficient service delivery while maintaining consistent quality. The business operates around the clock through its self-service laundromat while premium laundry services are handled by trained staff during operating hours. The estimated total project project implementation cost of **RM342,263** consists of approximately **RM34.085** for administrative expenses, **RM7.830** for marketing and promotional activities, and **RM284,050** as working capital

## 1.2 PURPOSE OF BUSINESS PLAN

i. To provide convenient and reliable laundry services for customers.

ii. To offer a 24/7 self-service laundromat for greater customer flexibility.

Iii. To provide premium laundry solutions such as wash, dry, fold, and dry cleaning services.

Iv. To save customers time through efficient and modern laundry facilities.

V. To generate profit while maintaining the high quality customers service.

## 1.3 BUSINESS BACKGROUND

- The contemporary service industry thrives on convenience, efficiency, and adaptability. Recognizing these evolving consumer demands, Bubble Laundry Lounge was established to redefine the local garment care experience through a modern, stylish, and semi-automated approach.
- Strategic location placement and prompt market entry are critical components of the business's foundational framework. Bubble Laundry Lounge officially commenced its business operations on October 1, 2025. The enterprise is strategically situated at Shop Lorong Alamesra Plaza Utama 1, Alamesra, 88400 Kota Kinabalu. This prime commercial location ensures high visibility, ease of access for vehicular and pedestrian traffic, and proximity to the core residential areas that constitute the business's primary target market.
- The decision to launch Bubble Laundry Lounge was anchored on two primary motivating factors: financial risk mitigation and the exploitation of an unserved market gap.