



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
SABAH BRANCH, CAMPUS KOTA KINABALU**

**FACULTY OF PLANTATION AND AGROTECHNOLOGY
AT120
DIPLOMA IN PLANTING INDUSTRY MANAGEMENT**

**ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP
BUSINESS PLAN REPORT (50%)**

PREPARED BY:

STUDENT'S NAME	STUDENT ID
DAYANGKU RAIHANA BINTI AWANGKU AHMAD JAIS	2024800218
NUR FARAHANA BINTI JUMAIN	2024263854
NUR HUSNA BINTI RAJESH	2024207928
NUR'AQILAH BINTI SAMASUDDIN	2024286606
SITI RABIAHTUL HAZIQAH ABDULLAH	2024263264

**LECTURER: PROFESOR MADYA DR SYLVIA @ NABILA AZWA
AMBAD**

BUSINESS NAME: SUDS & SNACK

TABLE OF CONTENT

EXECUTIVE SUMMARY	4
1.0 INTRODUCTION	5
2.0 PARTNER BACKGROUND	7
3.0 ORGANIZATION PLAN	12
3.1 INTRODUCTION TO ORGANIZATION PLAN	12
3.2 ORGANIZATION STRUCTURE	14
3.3 ADMINISTRATIVE MANPOWER PLANNING	14
3.4 SCHEDULE OF TASK AND RESPONSIBILITIES	15
3.5 SCHEDULE OF REMUNERATION	16
3.6 COMPENSATION AND BENEFITS	16
1. Salary, EPF, SOCSO and EIS	16
2. Performance-Based Pay	17
3. Bonus	17
4. Annual Leave	17
5. Working Days	17
3.7 LIST OF OFFICE FURNITURE AND FITTINGS	18
4.0 MARKETING PLAN	19
4.1 INTRODUCTION TO MARKETING	19
4.2 INTRODUCTION TO SERVICE	19
4.3 TARGET MARKET	23
4.4 MARKET SIZE	23
4.5 COMPETITORS	25
4.6 MARKET SHARE	30
4.7 SALES FORECAST	31
4.8 MARKETING STRATEGY	32
4.9 MARKETING BUDGET	35
5.0 OPERATION PLAN	36
5.1 OPERATIONAL OBJECTIVES	37
5.2 OPERATION PROCESS	38
5.2.2 PROCESS CHART	40
5.2.3 FLOW CHART	41
.....	41
5.3 OPERATIONAL LAYOUT	42

5.4 PRODUCTION PLANNING.....	43
5.4.1 PRODUCTION PLANNING SCHEDULE	43
5.4.2 SCHEDULE OF TASKS AND RESPONSIBILITIES	44
5.5 MATERIALS AND SUPPLIES PLANNING.....	45
Table 5.5 Materials & Supplies Planning.....	46
5.6 EQUIPMENT PLANNING	47
Table 5.6 Equipment Planning	48
5.7 BUSINESS AND OPERATION HOURS.....	49
Business Hours	49
Employee Working Shift.....	49
5.8 LICENCES, PERMITS AND REGULATIONS	50
Table 5.8 Licences & Permits.....	50
5.9 OPERATION OVERHEAD.....	50
Table 5.9 Operation Overhead.....	51
5.10 OPERATION BUDGET	51
Table 5.10 Operation Budget.....	51
5.11 IMPLEMENTATION SCHEDULE	52
Table 5.11 Implementation Schedule	52
6.1 ADMINISTRATIVE BUDGET	54
6.2 MARKETING BUDGET.....	55
6.3 OPERATION BUDGET	56
Sources of Finance.....	58
6.4 PROJECT IMPLEMENTATION AND SOURCE OF FINANCE	59
6.5 PRO-FORMA CASH FLOW STATEMENT.....	62
6.6 PRO-FORMA INCOME STATEMENT	62
6.7 FINANCIAL PERFORMANCE.....	63
6.8 GRAPH RATIO ANALYSIS	64
7.0 CONCLUSION	65

EXECUTIVE SUMMARY

Suds & Snacks is a business that combines laundry services with affordable food and beverage offerings in one convenient location. Located in Alamesra, Kota Kinabalu, the business is designed to provide customers with a practical solution by allowing them to complete their laundry while enjoying snacks and drinks in a comfortable environment.

The main objective of Suds & Snacks is to offer a convenient, time saving, and budget friendly service that meets the daily needs of customers. By integrating laundry and food services under one roof, customers can make better use of their waiting time while enjoying quality refreshments at affordable prices.

A key feature that distinguishes Suds & Snacks from other businesses is its Wash & Snack Combo Deals, where customers can enjoy attractive promotions by purchasing laundry services together with selected food and beverage items. The business focuses on providing efficient laundry services, quick turnaround times, and affordable comfort food that caters to a wide range of customers. In addition, Suds & Snacks aims to create a welcoming and relaxing atmosphere where customers can comfortably wait for their laundry to be completed. The business emphasizes customer convenience, service quality, and value for money to ensure a satisfying experience for every customer.

With its strategic location in Alamesra, affordable pricing, and unique combination of services, Suds & Snacks has strong potential to attract a loyal customer base and establish itself as a preferred choice for laundry and refreshment services. Through continuous improvement and customer-focused operations, the business is expected to achieve sustainable growth and long-term success.

3.0 ORGANIZATION PLAN

3.1 INTRODUCTION TO ORGANIZATION PLAN

3.1.1 Vision

To become the preferred laundry and snack centre that provides affordable, convenient, and quality services for the community.

3.1.2 Mission

Our mission is to provide reliable laundry services together with affordable snacks and beverages in a clean and comfortable environment. We aim to make customers' waiting time more enjoyable by offering quality refreshments and friendly service. Through convenience, affordability, and customer satisfaction, Suds & Snacks strives to become a trusted choice for the community.

3.1.3 Objectives

Specific: To provide self-service laundry facilities and affordable food and beverages in one convenient location.

Measurable: To attract at least 200 regular customers during the first six months of operation.

Achievable: To achieve this target through social media promotions, attractive opening offers, and quality customer service.

Relevant: To meet the needs of students, working adults, families, and nearby residents who need laundry services and refreshments.

Time-Bound: To increase customer visits by 10% every three months during the first year of operation.