



DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA, SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

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APRIL 2011

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LETTER OF TRANSMITTAL

Fundamentals of Entrepreneurship (ETR 300) Students,

Diploma of Public Administration,
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Mr. Jammeson Garry Dickson,

Lecturer
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UiTM Sarawak, Samarahan Campus,
Jalan Meranek,
94300 Kota Samarahan.

1ST APRIL 2011

Mr. Jammeson Garry Dickson,

Re: Submission of Business Plan

As a representative of our company, Fresh Clean Laundry, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until us finally completing according to time given and as scheduled.

2. Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

1.1 EXECUTIVE SUMMARY

The name of our company is Fresh Clean Laundry. The business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is laundry which our concepts are collect and deliver from home to home. We do operate the walk-in self service laundry and it give the customer more option either to use our facilities to wash their own clothes or they leave it to us to wash it. We also operate the kiosk which becomes the place for the customer to have their beverages and at the same time they wait for their clothes. These concepts are established due to the modern contemporary style of living which the people in this global era become busier with their work and may not be able to do some house chores such as cleaning their own clothes. Our concept is also accurate and suitable with the campus way of life which the student's time nowadays becomes more compact and it also suitable for the working people that do not have their time in doing their laundry. Our business operation on Monday to Saturday on 9 a.m until 9 p.m and in Sunday we open on 10 a.m until 5 p.m. our laundry delivery is on Monday and Thursday.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Edwina anak Lingking is our General Manager, Gracilla Claresa anak Bujang as Marketing Manager, Siti Fatimah binti Morsidi is the Operation Manager, Abdul Hafiz bin Ahim is the Administration Manager, Jeffery anak Bueh as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and

1.4.0 Introduction

Fresh Clean Laundry intends to show the society that Bumiputera can be a booming entrepreneurship. Hence, the society will look up at Bumiputera and they can trust and believe of the service given by the Bumiputera.

Fresh Clean Laundry is a partnership business joined by five members who ventures and major with the services of delivery laundry. The delivery laundry can be simplified in words as the take and deliver the clothes and other materials (slacks, jackets, blazers, curtain, mattress, vest, jeans and etc.) to be washed until 99% clean.

The business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio.

We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.