



UNIVERSITI TEKNOLOGI MARA, SARAWAK

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES STUDIES

AM1104B

CODE SUBJECT: ENT300(FUNDAMENTAL OF ENTREPRENEURSHIP)

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

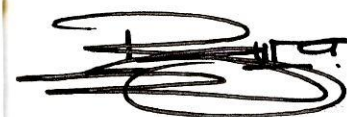
Sila hubungi Penyelia Projek, **Encik Johari Bin Abdullah** di talian **(082-677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar



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## **SUBMISSION LETTER**

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26 March 2015

Sir,

As a representative of our company, **“Ultra Laundry”**, I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all six of us, ENT300 (Fundamental of Entrepreneurship) has given us a clear picture on the basic of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever **“Ultra Laundry”** became a reality. We highly compute that it is not all that easy to become an entrepreneur



NO.	CONTENTS	PAGE NO.
<b>Introduction</b>		
1.1	Executive Summary	1
1.2	Letter of Agreement	2-5
1.3	Loan Application	6-7
1.4	Introduction to Business Plan	8
1.5	Purpose of Business Plan	9
1.6	Company Background	10
1.7	Company Logo	11
1.8	Partner Profile	12-17
1.9	Location	18
1.10	Advantages of Location	19
<b>Marketing Plan</b>		
2.1	Introduction to Marketing Plan	21
2.2	Marketing Objectives	22
2.3	Service Description	23
2.4	Target Market	24
2.5	Market Segmentation	25
2.6	Market Size	26-27
2.7	Competitors	28-29
2.8	Market Share	30-31
2.9	Sales Forecast	32-34
2.10	Marketing Strategies	35-41
2.11	Marketing Budget	42

## 1.1 EXECUTIVE SUMMARY

The name of our company is Ultra Laundry. The business is in the form of partnership which consists of six members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is laundry service. There are no sleeping partners and all are entitled to participate in the business management.

We had agreed that Terrance Manja Anak Janting as our General Manager, Nurul Arfiqqah binti Hisham as the Administration Manager, Alsee Grace Anak Sitin and Josephson Louis Anak Nako as the Operation Manager, Vanessa Anie Anak Kamal as the Financial Manager and Cinderella Francis Japong as the Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability of the partner. 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 wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization