



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

WASHY WISHY LAUNDRY



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21 SEPTEMBER 2015

Miss,

Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also made to serve as a blueprint and guidance for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope this proposed business plan does fulfill your requirement. Any mistakes or lack in area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Your sincerely,



(FRANKIE THADDEUS)
General Manager,
Washy Wishy laundry

ACKNOWLEDGEMENT

All our proud and praise to the LORD and very thankful to HIM because of his blessings to us we finished and complete our project paper ENT300 with successfully.

For nowadays, to entering new areas of perspective after graduate, is important phase to be aware and learned. For the prospect of business, this project plan of business is hopefully can be as our own way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative business people. This business plan can be effectively used for those who like to create a new business or to the new entrepreneur.

Of course we cannot deny the risks that we had faced and many obstacles and problem in order to finish up this project. However, from tolerance and responsibility from each members with high effort and plus, advises and encouragement from many parties especially our lecturer Miss Philomina Francis, here now we present this project with success and well completed. In addition, we really appreciate the help from our family and friends in completing our job.

Finally, hopefully that this business plans proposal will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process management.

Thank You.

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1.1 INTRODUCTION

1.1.0 Name of the Company

The name we gave to our company is Washy Washy Laundry. Besides to make it attractive to customers, the name itself indicates the way our business work which prioritizing customers' satisfaction.

1.1.1 Nature of Business

Generally, our organization is focusing on serving our customers in term of laundry services which include washing, drying, ironing and folding service.

1.1.2 Industry Profile

Washy wishy laundry is an organization lead by a small team with extensive experience and confidence. We decide to form an eco-friendly laundry in term of cost and environmental while maintaining its hygienic quality.

1.1.3 Location of the Business

Lot 815, Aras 1, Bangunan Indraputra,
Taman Desa Ilmu, 93530, Kota Samarahan, Sarawak.

1.1.4 Date of Business Commencement

20 January 2016.

1.1.5 Factors in Selecting the Proposed Business

1. It is an Eco friendly business.
2. To ensure hygienic clothes.
3. Large demand of laundry services in the proposed location.

1.1.6 Future Prospects of the Business

Provided with a very talented entrepreneur, we aim to be a well-known organization in the future.