



**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA SARAWAK**

Fundamentals of Entrepreneurship  
(ETR/ENT 300)

Diploma of Office Management (OM 114)

**FRAGRANCE LAUNDRY**

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## **1.0 Submission Letter**

ENT/ETR Student,  
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Puan Noraida binti Omar,  
ENT/ETR 300 Lecturer,  
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Jalan Meranek,  
94300 Kuching,  
/Sarawak.

Puan,

### **Submission of business Plan**

As stated above, I Alvin Anak Bitis as a General Manager and also as a representative for my group members would like to submit our business plan for your evaluation and further action.

2. My group and I feel highly motivated to complete this challenging task. It gives us a very clear figure about what is business and setting business are all about. It is such an eye opening for us to know and have knowledge how to lead the particular business.

3. Thus, we hope that our business plan will be evaluate correctly and some of your comments and critics will guide us to make this business plan will work effectively.

Thank you.

Yours sincerely,

---

(ALVIN ANAK BITIS)  
General Manager, FRAGRANCE LAUNDRY

### 3.0 Executive Summary

The type of business that we have decided to form is partnership. The term partnership in business is defined as a legal business entity with two or more partners. This type of business is carried out by more than one person but must not exceed 20 persons. Thus, all of us as partners in this business were agreed to undertake a joint business and jointly own the business. The FREGRENCE LAUNDRY consists of five members. Each member will contribute certain amounts of money as agreed in our agreement. Therefore, each partner has a share in the company. We decided that the properties are considered as assets of the company. Profits and losses are shared equally among the partners. After we have a meeting among ourselves, we decided to pick 1<sup>st</sup> June 2014 as the date of commencement for our business.

To explain more detail about the management of FREGRENCE LAUNDRY, all partners are entitled to participate in the business management of our laundry. After the discussions among partners of FREGRENCE LAUNDRY, we appointed Alvin Anak Bitis to become our General Manager. For our Administrative manager, we agree to choose Cassandra Ak Juboi to be in that position. Anastasia Anna Bintang was appointed as our Marketing Manager. For our Operating Manager, we decided to choose Asnirah binti Lujit whom we feel capable to supervise and monitor all of our workers. Lastly, Delaney Anak Richard was appointed as the Financial Manager for our laundry. We are fully hopeful that all of the partners will carry out the duties that were entrusted to each of us with full commitment and honesty.

As the head management, the General Manager plays important roles to ensure the business flow in the correct order as we have planned. The General Manager needs to control, organize, and plan the entire business. Effective strategies will affect the business efficiency. Thus, the General Manager should find out certain measures that are relevant in order to increase the efficiency and productivity of the business. Meanwhile, the Administrative Manager plays important roles as well. The Administrative Manager needs to ensure all the administrative duties are carried out properly every day. The scopes of work of the Marketing Manager are preparing marketing including identifying the target market share, developing sales forecasts, and also developing marketing strategies. The Operating Manager will control and monitor the operation of the business. All workers will be supervised by the Operating Manager. Thus, any matters relating to the workers will refer to the Operating Manager. The Financial Manager will take the responsibilities of financial matters such as

## 4.0 Introduction To Business Plan

### 4.1 NAME OF COMPANY

After discussed among all the partners, we agreed and decided to choose FRAGRANCE LAUNDRY as our company's name. the name given because we wish to provide excellent and good quality services to all our customers. The word "fragrance" itself describe good smell which really emphasis our commitments in giving good quality to our customer which we wish that our customer will satisfy with our services that we offer.

### 4.2 NATURE OF BUSINESS

Our company offers laundry services to our customers. In addition, we provide services such as washing and cleaning, drying, and also ironing their clothes. We also offer delivery service to our customers so that they will save much time. We deliver their clothes from our laundry to their house.

### 4.3 INDUSTRY PROFILE

Laundry business nowadays seems to be growing due to the high market demand from particular parties such as households, and those with the tight work schedule. Obviously, this shows that laundry business is potentially for keep on growing. In present, there were many entrepreneurs keen to get involved in this particular business. Various types of technologies and market strategies used in this business field made the competitions in this business field more intensively developed among the competitors.

### 4.4 VISION AND MISSION

#### Vision

We desire to be an excellent laundry and provide maintain high quality to our customers to meet their requirement.

#### Mission

Provides services and products that may satisfies and meets customers specific requirements