



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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EXECUTIVE SUMMARY

Happy Laundry and Pastry is our company name which providing a service laundry and pastry cafe. Our laundry and pastry offering a conducive place to do the laundry with an affordable price and conducive place to do their laundry. Our company happily welcoming every single customer that use our laundry service provided.

Our business is in the form of partnership, which consists of 5 members. Our business will be full operated on 1st of January 2019. Our business will be operating at UiTM Kota 1 Samarahan Campus 2. As mentioned earlier, our partners are entitled to take part in the business management. We agreed to appoint each of the partners as stated below:

Name	Designation
Muhaimin bin Abdul Hakim	General Manager
Nurul Izzati Shafiqah Binti Taha	Operational Manager
Halimatul Safiah Binti Baha	Marketing Manager
Rana Lubna Binti Hazrul Affendy	Administrative Manager
Nur Syafiqah Binti Muzammil	Financial Manager

In our marketing plan, our target market for this business is for students of MARA University of Technology Kota Samarahan. the market size of our business is 6705 which is the population of students in UiTM Campus Samarahan. We are targeting 75% of the students as our target market. For 75% estimation of students spend RM40 for every week for their laundry equivalent to RM2,413,920.00 per year. For café the estimated 75% of students that spend at least RM10 for every week equivalent to RM603,480 per year. 75% of 6705 equal to 5029 students. For our operation budget, our company fixed assets expenses is RM2820. While the monthly expenses for our business is RM2666.35.

In operational plan, Happy Laundry & Pastry operational plan is to maintain the productivity in our products and services and to ensure that customers' satisfaction is guaranteed by planning a systematic operational plan. The total operation overhead for our company is RM720. For our operation budget, our company fixed assets are RM27,845.

Introduction

Business plan is defined as “written document that carefully explains every internal and external aspects of a new venture” (Barringer, 2009). Therefore, a business plan is essential to have when we want to start a business. Business plan provides the plan on how your business is going to work and ways to make it succeed. It provides the path to how and where the business is going. A detailed and complete business plan is very important if you are serious about business.

In preparing a business plan, there are several things to be provided in the business plan. What is to be included in the business plan depends on your nature of business. As stated in Bplans by Tim Berry, there are different things to be included in newly established business and existing business.

Especially in newly established business, the business plan is required to help the founders to clarify their sales projection, their expenses and tasks. Without business plan for new business, the founder will not know how much money they need and even when it is needed. No proper business planning will also cause other problems such as if they will not know whether they need help to fund their business by convincing investors or bank to provide extra funds.

In conclusion, a business plan helps a business to allocate the capital from scratch in various parts. Which is normally in administering, operation, marketing and financial. A business plan provides clear documentation of these parts that it will be used for future references such as in decision making or to improvise certain parts of the business.

Purpose of the business plan

The first purpose of the business plan is to allow entrepreneurs to view and evaluate the proposed business venture in an objective, critical and practical manner. Without a business plan, we are sure that our decision making towards our business will be based on gut feelings that is subjective. To avoid that, we prepare the business plan to ensure that the decision made are objective according to what was outlined in the business plan. Thus, a business plan helps entrepreneurs to have a solid and well-prepared information to supplement the planning and decision making in the business.

Next, a business plan is purposed to analyse and evaluate the availability of a future of the business. In the business plan, there are processes of information gathering and analysis that is done as a part of preparing the business plan. Thus, the information collected are used to set the path of the business such as supply of services and goods based on the target market and market size.

After that, a business plan is used to convince relevant parties of the investment potential to our business. In other words, a business plan can be used as a communication tool that can be used to convince potential investors to invest in the business. The availability of a business plan is it helps to boost confidence in interested investors that might invest partially or fully in a business.

Also, a business plan acts a guideline for the management of the business. Therefore, there are a lot of things to be included in the business plan that can be divided into several sections such as, administering, marketing, operational and finance. Besides to act as a guideline, a business plan can also act as a benchmark that helps the entrepreneur to know their progress in a business.

Lastly, a business plan is used to allocate business resources effectively. Normally, new established business will have limited resources. Therefore, the available resources must be allocated effectively to avoid wastage that may cause loss. Hence, the business plan consists of distribution and monitoring the allocation of the resources.