



اوتو ستيق تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

NAME OF COMPANY: BUIH-BUIH OMO LAUNDRY

TYPE OF BUSINESS: HANDWASHING AND 24HOURS SELF SERVICE

LAUNDRY

PREPARED BY

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SEMESTER 4

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1.0 OVERVIEW

1.1 EXECUTIVE SUMMARY

Buih-Buih Omo Laundry (BBOL) is a twenty-four hours' self-service laundry also eight hours operating handwashing laundry located in Jalan Datuk Muhammad Muda, Aiman Mall, Ground Floor, 94300, Kota Samarahan, Sarawak. We provide services that allows people to have their clothes washed by handwashing or by machine and done ironing by steaming iron and send customers clothes right away to their addresses to reduce their house chores in one convenient location. Nowadays, washing clothes can be done easily by Buih-Buih Omo Laundry, so no need to waste time and energy for this while you still have a load of things to do especially the students and people that have carrier. Buih-Buih Omo Laundry serves everyone regardless of gender, marital status, professions, races, religions and et cetera that differentiate us as well as walk- ins. Buih-Buih Omo Laundry is able to give services in one quick, convenience visit.

There is laundry in Samarahan area that become our competitors, Buih-Buih Omo Laundry will excel due to its attention to detail regarding customer's services. Buih-Buih Omo Laundry is the only laundry that provide both self-services and handwashing laundry. BBOL also provide cheap delivery services for customer clothes to their own addresses and an application to ensure our customers can easily get access to our services wherever they are. Through unexpected customer attention, Buih-Buih Omo Laundry, will slowly gain market share as it services students, family and carrier person, creating long-term relationship. Lastly, BBOL location will allow

2.0 PROCESS ON IDENTIFYING, EVALUATING AND SELECTING A BUSINESS

OPPORTUNITY

2.1 MISSION, VISSION, OBJECTIVE

MISSION

Buih-Buih Omo Laundry is an organization that comes out with unique portfolio of cleaning chores, striving to surpass our competitors in term of quality and services, innovation and value and elevating our company image to become the number 1 of resident choice laundry in Kota Samarahan. Buih-Buih Omo Laundry also will become the favourite laundry, where we want to establish a good relationship with clients by providing them with convenient, eco-friendly, efficient, effective and hygienic oriented self-service laundry, hand washing and laundry management solutions. Members of Buih-Buih Omo Laundry also will try to come out with new idea and find any suitable or reasonable solutions for every customers' problems and needs. Through this awareness, we will try our best to provide service that fulfil the needs and wants of customers. Moreover, Buih-Buih Omo Laundry will expand our presence even further in the business industry with high quality product (service). Buih-Buih Omo Laundry also will pay back our loan from bank by continually increase our profit, carry out our corporate social responsibility through philanthropic initiatives and emulated as a model of success to other laundry companies.

VISION

Buih-Buih Omo Laundry have set a target to be residents' first laundry choice in Kota Samarahan which will be known by many customers in

2.2 IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

As an entrepreneur, I established the company to solely fulfil the needs and wants of the customer who might need the services of the laundry. It is undeniable for a customer especially students to spare their time to wash their clothes manually. In addition, they have to take every opportunity they have to spend time for themselves due to some limited of time where they need to divide their time to finish their assignment.

This Buih-Buih Omo Laundry provide the customers with cheap and trustable services for not only the people around Kota Samarahan, but whoever come across Kota Samarahan. This services are recommended to those who are always busy. The procedure of the laundry is the customer will only have to leave their clothes with the workers while wait for it to be done as it fit with the company's motto - "send, sit back and relax". Other than providing cheap services to the customers, this company also focusing on the revenue while still keep pace on making the profit.

With the existence of the laundry services around Kota Samarian, our company will be able to help those who are in needs. Although our company is competing with the coin laundry, but then again we also have our advantages which we have what the coin laundry does not have. In our company, we provide the services of drying and ironing, folding some more. This differs both company in the detail ways despite of washing clothes of our customer.

In addition, we also provided the delivery services for our customers in order to gain extra profits. This makes our company much more interesting compared to other company. The objective in providing such service because