



ETR 300-FUNDAMENTALS OF ENTREPRENEURSHIP

AKARA LAUNDROMAT  
(SELF-SERVICE LAUNDRY)

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## 2.1 Introduction

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In the dawn of the new era, more families have both parents working as opposed to the past where one would stay at home while the other would work. There's a new social phenomena, which is the dominance of two-income families, which thus leads the families to prefer a more convenient form of services such as self-service laundry which is also known as Laundromat. This service has the potential to grow in popularity as the working individuals have less time to do household chores and laundry. Therefore, the timing is right to commence this new venture due to the increasing demand of laundry service. Besides, it was the ambition of the founders to one day start together their own laundry business, and with the knowledge to support the venture, has made it as business opportunity with huge potential.

Why do we choose this business?

Firstly, based on a survey from the Coin Laundry Association (2008), people nowadays have their own washers and dryers at home, but for the sake of convenience they prefer to use self service laundry. This is because with the regular capacity washer machine at home, it takes quite a lot of time to do lot of laundry. That is why we choose to put forward self service laundry. A person just has to run over to the shop, use a couple of the large washer machines and get their laundry done in just less than an hour.

Besides that, there are fewer competitors in Sabah even in Malaysia itself. “Di luar negara, dobi layan diri sudah bertapak lebih daripada 20 tahun. Tetapi di Malaysia, ia masih di tahap permulaan dan sedang mula berkembang.” (Narayanan, 2011). With it saying so, we believe that the time is right to venture into the laundry business as its best to strike when the iron is hot to gain a foothold within a growing industry.

Based on a study, cleaning agent-laundry ranked number 6 for the most advertised service in mass media. (Mahpar, 2011) From that, we can estimate the high demand for the laundry service. We want to bring something new to the community of Sabah, via the already existing market for laundry service. Hence, the self-service laundry, which may appeal to a new prospective clients.

AKARA Laundromat is a 24 hour self-service laundry, which offer washing, drying and optional folding service dedicated to consistently providing high customer satisfaction by rendering reliable machines and furnishing a clean, enjoyable atmosphere at a competitive price relationship.

AKARA Laundromat is located in Apartment Malawa Ria which is situated between ILP and IKM and will utilize 700 square feet. The location is strategically situated on one of the upcoming neighbourhoods which compromise of mostly students from the nearby institutions. Without any other Laundromat’s of the same nature or laundry services, there is no possible competitor from the same area at the moment, hence allowing to fully utilizing the demand for it. Date of business