



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY**

**PORT LAUNDRY SDN.BHD**

**LAUNDRY BUSINESS**

**PREPARED BY**

**FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE  
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**PROJECT TITTLE : PORT LAUNDRY**

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## 1.0 Executive Summary

Port Laundry is an operate laundry service which is located at Lot 3819, Ground Floor, Desa Ilmu Fasa 2, Kota Samarahan, Kuching, 94300, Kota Samarahan, Sarawak, 94300. This company have been in industry for 8 years now. Port Laundry is a well known laundry service among the residents of Desa Ilmu for its high quality services. It is well known among universities students in Sarawak especially for UiTM and UNIMAS students.

This company have a stable income annually. Their income per month is approximately RM10,000 after exclude operation expenses. One of the biggest contributor is hand washing service which does not provided by other laundry nearby Port Laundry. One of Port Laundry speciality is that they not only machine oriented but also use man power in their services. Beside that, Port Laundry also does not imposed GST tax in their services and the prices for each services is reasonable and affordable for students and residents of Desa Ilmu.

Although this company well known for their services but they also encounter some problems. One of the problem is regarding the company policy which state that they would not hold any responsibility on any damage of customer's clothes after washing. Sometime they also face a problem where the machine broke down which cause them delay in delivery customer's laundry. In term of financial, company profit slightly declined due to fierce competition with Dobiku Express Laundry.

For every problem there must be a solution. As the workers have to deal directly with different human personality, they have to be more careful in avoiding any defects. Moreover, the workers also need to be flexible and not to rigid with company policy. Other than that, the workers need to immediately call the repair service when the machine broke down or the workers need to inform the customers early if they are late for delivery. Last but not least, all workers and the superior need to come out with new strategy or upgrade their services in order to compete with their competitors.

## **2.0 INTRODUCTION**

Entrepreneurship is the study of how a new business are created as well as the actual process of starting a new business which the term is used interchangeably. On the other hand, entrepreneurship education focuses on the development of skills or attributes which enable the realization of opportunity, where the management education is focused on the best way to operate existing hierarchy. Both approaches share an interest in achieving profit in some form which in non-profit organizations or government can take the form of increased services or decreased cost or increased responsiveness to the customers.

However, to the entrepreneur there are many challenges that they must overcome and couple of those problems are:

### **2.1 Financial**

Entrepreneur must have a huge amount of capital to start their business. If they have an insufficient amount of capital, they could not provide enough equipment which will be needed in their business. Besides that, the entrepreneur also faces problem when it's come to workers salary, payment of bills, rental and the promotions expenses. Moreover, if the company did not perform very well, lots of investors will not interest to invest on their business. Despite it, if the business have loss, the probability to return the profit to those investors will be low.

### **2.2 Customer's Feedback**

Entrepreneur must be able to handle sensitive customers when business transaction period because customer always right. Not only that, they also have to deal with low customer's feedback when the company first time established. In order to attract customer, entrepreneur also need to do lot of marketing activities in terms of give discount, monthly promotions and so on.

### 3.0 COMPANY INFORMATION

Port Laundry Sdn. Bhd. was established in 2011. It was founded by Puan Maryah Binti Morni. This company is believed to be the sole company without any branches elsewhere. Port Laundry Sdn. Bhd. is amazing yet very strong company as from building to all equipment is fully own by company. All of equipment and building are believe to be brought by cash and free from any loan.

Organisation hierarchy of Port Laundry Sdn. Bhd, is functional structure where all employee can interact directly to their top person or employer. The top person is the owner of the company, Puan Maryah Binti Morni. It then followed by others workers which carry out different functions such as marketing, financial, and operation and sale. There are four workers which consist two females and two males that interact directly with customers. One of the worker is known as Kak Emma which will mostly work at front counter. Sometimes they will take turn to be at counter. The other two male workers also will take turn to be driver that will pick-up and delivery clothes to customers.

For Port Laundry Sdn. Bhd., we have detected that Port Laundry using business model such as “High Touch” and Sole Proprietorship :-

- “High Touch” is where the business requires a lots of human interaction during business transactions. It is where the revenues of the company depend on the relationship between workers and customers. Differ from coin laundry, Port Laundry is where the customers will directly interact with Port Laundry workers. The ways workers deliver the service during business transaction with customer play a very important role as it has huge impact on the revenues of company. it could be said that workers that directly deliver laundry service to customer is the key determinant whether the business will be doing well or otherwise.
- Sole proprietorship is the common business form where it is easy to setup, simplest and has no legal entity. Port Laundry Sdn. Bhd. is sole proprietorship where the owner, Puan Maryah Binti Morni has no separate entity from her company. She is liable to all company’s debts according to law as she has no separate identity from her business. If the company under crisis or in bad