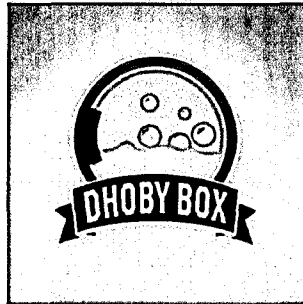


GROUP AP2438A



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DHOBY BOX

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING - AP243 & AP248

PROJECT TITLE : CASE STUDY REPORT OF DHOBY BOX IN FASA 3 BANDAR PUNCAK ALAM

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1. INTRODUCTION

Background of The Study

Background studies of the self-service laundry are:

- The laundry industry is growing in Malaysia.
- There are said to be more than 1,000 laundry outlets offering a variety of services, ranging from general washing to dry cleaning. (reference: Lee, J. Tan, T. 2014)
- As the laundry services market continues to grow, one segment that is expanding rapidly is the launderette segment, or self-service laundry.
- Additionally, people who live in apartment mostly do not have washing machine and provided with limited space to dry the clothes manually, thus more people are forced to do laundry out of their homes.
- Majority young adult such as students and workers do not live with their family; they tend to used self-service laundry.
- What normally happen is customer do not wait for their laundry to finish and they tend to leave the premises for other errand.
- This causes disruption for services for other customers as they have to wait for the previous user to came back and unload their laundry.

Problem Statement

As in other laundry centre, customer faced the problems:

- Many customers tend to leave their clothes in the machine.
- They leave their dirty laundry and often returned long after the machine has stop.

This resulted in:

- The machine cannot be used by others.
- Longer waiting time for new customers.

Purpose of The Study

The purpose studies of self-service laundry are:

- To improve the quality of laundry services at Dhoby Box.
- To make recommendation to minimize the problems

2. COMPANY INFORMATION

Background

Dhoby Box is a 24 hours self-service laundry with coin-operated washing machines and dryers for public use. It is located at No.7-1, Jalan Puncak Alam Jaya 10, Bandar Puncak Alam 42300 Selangor. This laundry is owned by Fikri & Hanis Enterprise and officially opened to the public on 17 October 2016.

The interior design of Dhoby Box itself represents the concept of a café. It has sense of welcoming at both entrances. They also offered free Wi-Fi but with limited time given which is only for 1 hour 59 minutes because both washing machine and dryer only takes 45 and 25 minutes respectively to finish operate. Sometimes they promote their laundry by providing free service at a certain time.

Organizational Structure

Organizational structure for this self-service laundry is:

- One man show business.
- It is managed and operated by the owner.

Products/Services

Dhoby Box provides services as such:

- 24 hours self-service laundry with coin-operated washing machines and dryers
- Free detergent and softener

Technology

Dhoby Box used various technologies such as the following:

- Washing machines
- Dryers
- Wireless Wi-Fi
- Token changer machine