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UNIVERSITI  
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**iNEd**  
Institut Pendidikan Neo

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Course : Principles of Entrepreneurship  
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**SHINEe**

## SHINee Car Wash Enterprise

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Submitted To  
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## EXECUTIVE SUMMARY

SHINee Car WashEnterprise is an automated car wash spa service. The business's Profile and Business Plan is designed to show a closer look and detail on business services or services conducted as a guideline on services performed in meeting the goals of customer satisfaction and local communities in particular.

With this Business Profile can be identified the direction and the appropriate method in order to provide room for customers with a high cost investment for the sake of customer satisfaction. This profile will more closely show business strategy in order to provide the best quality of service to customers so that the quantity of customers will increase from time to time.

SHINee Car Wash Enterprise are planning to take a loan amounting RM238,262.00 with Malayan Banking Berhad (Maybank), Petaling Jaya, Selangor. Below is the list of member's contribution for the modal capital:

NO	NAME	SHARE (%)	INVESTMENT (RM)
1.	Mohammad Furqun bin Ishak	25	25,000.00
2.	Zetty Sazlizahani binti Zainoddin	20	20,000.00
3.	Zafirah binti Ahmad Nizam	20	20,000.00
4.	Nurul Husna binti Hasmi	20	20,000.00
5.	Nurul Shahira binti Abdul Rahman	15	15,000.00

### External Business Services

This concept is related to the conclusion of a contract with the customer (government / private department) to provide automated car spa services of the department / company vehicle in particular. This contract will take effect for two years for a service agreement. Through this approach, our business will always have regular customers at all times.

Among the Outsourced Services offered are:

- i. Complete Maintenance of Company / Departmental Vehicles.
- ii. Vehicle Snapshot

Strengthening to provide this service as the environment customer's target research has been made and found that there are many organizations that have company vehicles to get laundry services. Among them are:

- I. Road Transport Department Petaling Jaya (JPJ)
- II. Royal Malaysian Police Petaling Jaya (IPD PJ)
- III. Petaling Jaya Municipal Council (MBPJ)
- IV. Selangor Water Company (Syabas)
- V. Telekom Malaysia Petaling Jaya (TMPJ)

### Current Promotion

The current SHINEE Car Wash promotion is subject to certain seasons depending on the event or festival as follows:

- I. Favorite festive season
- II. Bulk Service Intake
- III. Specific dates

On the first day of opening the first business, promotional methods for attracting customers recognize the existence of SHINEE Car Wash is a 35% reduction in the price of each service offered.

## COMPANY PROFILE

### Details of Company Name and Logo

Company Name : SHINee Car Wash Enterprise

Company Logo :



### Company Background

ITEM	INFORMATION
Name	SHINee Car Wash Enterprise
Address	30, Jalan SS 5B/2, SS 5,47301 Petaling Jaya, Selangor
Telephone No.	03-79571481
Email Address	shineecarwash@gmail.com
Website Address	www.shineecarwash.com.my
Business Form	Car Wash (Services)
Registration Date	25 <sup>th</sup> January 2019
Name of Bank	Malayan Banking Berhad (Maybank), Petaling Jaya, Selangor
Initial Capital	RM338,262.00

### Company's Vision

Maintain quality of service and diversify innovation to open more branches by 2025.