

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**JUST CLEAN ENTERPRISE**

**PREPARED BY**

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**PREPARED FOR**

LECTURER'S NAME	:	PUAN SHAIRA ISMAIL
SEMESTER	:	MAC – AUGUST 2021
SUBMISSION DATE	:	12 <sup>TH</sup> . JULY – 15 <sup>TH</sup> . JULY 2021

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## **COVER LETTER**

Just Clean Enterprise  
Diploma in Physiotherapy  
Universiti Teknologi MARA (UiTM)  
Kampus Bertam  
PULAU PINANG

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15th. July 2021

Madam Shaira

Lecturer of Fundamental of Entrepreneurship (ENT300)  
Faculty of Business and Management  
UiTM Pulau Pinang

Dear Madam,

### **SUBMISSION OF THE BUSINESS PLAN**

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture, we provide cleaning service located in Batu Maung, Bayan Lepas, Pulau Pinang. Our company's name is Just Clean Enterprise. Our business is a partnership set up with the following business partners and address:

Partners:

1. KHADIJAH SAFIYYAH BINTI BAHARUDIN (2019897428)
2. NURALIA ANASTASIA BINTI ABDUL AZIZ (2019445742)
3. NURUL AFIFI BINTI SAHAH (2019640786)
4. NOR YUSRINA YUHANIS BINTI ASRI (2019410654)

Business address:

Southbay Plaza Level 2, Batu Maung 11900 Bayan Lepas, Pulau Pinang.

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

## **EXECUTIVE SUMMARY**

Just Clean will provide house cleaning services for anyone who requires assistance in cleaning their house or who does not have time to do it due to their respective jobs. It specializes in high-end cleaning services by offering professional, trustworthy, efficient, and effective services that will enable it to quickly grow in business.

We chose to open our company in Penang because we thought Penang was a strategic area for our business and many people in that area needed our services. Plus, there are a lot of people who are always busy with their work and do not have time to manage their houses. So, Just Clean will help them clean their houses at an affordable price.

In addition, financial planning is an important element for us to start a business as a start-up capital. As far as setting up the business itself, we need financial resources to cover the basic costs of setting up a business, including the cost of business registration, telephone line registration, water, name cards, office or building rent, and management expenses. Furthermore, a successful organization is also a key resource for business. The success of an organization depends on the talent and strength of its employees.

In conclusion, the business plan was very important for a new company like "Just Clean Enterprise" because it may help us to maintain our business longer in the Malaysia market. The purpose of this business plan was to show the financial strength of the company, especially when applying for loans, and to convince investors to provide funds or other financial institutions that will assist us in running our business. Then, it became a guideline for us in setting, planning, handling, and controlling our business for day-to-day management, budget, financial forecast, strategies, target market, and even long-term goals. Next, it also improves any weaknesses arising by comparing the actual performance of the firm with a favourable or unfavourable situation.

## **ACKNOWLEDGEMENT**

In the name of Allah. Alhamdulillah, we finished our project, which is a Business Plan that is due on the 15<sup>th</sup> of July 2021. The Business Plan is a part of the subject "Fundamental of Entrepreneurship". We are glad and happy to express our greatest gratitude to all of the people who spent their valuable time helping us and guiding us in preparing this assignment.

We would like to say thank you from the bottom of our hearts to our lecturer, Puan Shaira Ismail, for guiding us in finishing this project and also for teaching us ENT300. You are so patient in teaching us step by step. Again, thank you so much Puan Shaira.

Last but not least, a big thank you to the members of Just Clean, Khadijah Safiyah binti Baharudin, Nuralia Anastasia binti Abdul Aziz, Nurul Afifi binti Sahah, and Nor Yusrina Yuhanis binti Asri, who worked well together and showed great commitment to helping each other assemble the parts and make brilliant business plan suggestions.