



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**



**MONDAY BLUES LAUNDRY**

**PREPARED BY,**

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**PROGRAMME** : EC110 - DIPLOMA IN CIVIL ENGINEERING  
**GROUP & SEMESTER** : EC110 4D  
**PROJECT TITLE** : MONDAY BLUES BUSINESS PLAN  
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## EXECUTIVE SUMMARY

Monday Blues is a partnership business where four persons are managing the business with a view profit. The location for Monday Blues that we decide to choose is Desa Ilmu , Kota Samarahan which is in the middle of the town. The service that we want to provide to the public are washing, dryer, ironing, pickup and delivery. The machines, equipment, furniture and material are provided from local supplier.

Monday Blues Laundry comes from the idea of four of us. This is because of we found out that people are very lazy when it comes to Monday. Besides that, since four of us conduct the survey, majority of students especially from Universiti Teknologi Mara (Uitm) cannot set their time properly. Meanwhile, for the people of Kota Samarahan seem like to face the same problem. This is a chance for us to make this business since they are very busy with their life.

Monday Blues Laundry is managed by Miss Reena Cherida Anak Aking as General and Administrative Manager, Miss Sharmin Luyan Zuliman as Marketing Manager, Miss Florence Simba Anak Charles Muntath as Operational Manager and Miss Elsy Pamella Anak Lenon as Financial Manager. We are also assisted by a few worker and employee. Monday Blues will operate for 24 hours except for Sunday which is close. This operation decides as our business get high demand from the area.

The purpose of the start-up business in Kota Samarahan is to provide a new service system which the first time service laundry and ironing provide the system ordering and delivery. After numbers of thorough and detailed researches have been made whether this service able to accept by the people around Kota Samarahan, we have decided to establish this service.

In this business plan, we will summarize the administrative, operational, marketing and financial objective of Monday Blues Laundry with the detailed plans and budgets on showing how the purposes of Monday Blues Laundry are to be carried out.



## 1.0 INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

i. *Name of the business* :

The name of the proposed business is Monday Blues Laundry. The name has been chosen from the idea of Monday's mood that people always having on every Monday which is known as "Monday Blues". People tend to feel lazy to go to work or school after weekends and Monday is one of the formal day in Malaysia where every Malaysian are urged to wear formal attire on Monday. The idea is our laundry business will help to overcome the "Monday Blues".

ii. *Nature of business* :

Monday Blues Sdn. Bhd is a partnership based business, where it is owned by four (4) person. We selected partnership because we will be sharing the ideas, knowledge, skills and profits to develop our business. Meanwhile, the risk of loss can be minimized as everyone in charged has their shares on this business. Our services provided laundry and ironing service, pick-up and delivery.

iii. *Industry profile* :

Monday Blues Laundry offers the best services in town and it is the first laundry to have these specialities as we consider the people needs. We are providing a laundry service which has a full package included laundry and ironing, folding, pick-up and delivery for an affordable price. We hope the new reformation of changes of the business in the area will bring us success in the future.

iv. *Business Location* :

Located at Desa Ilmu, Jalan Datuk Mohd Musa, 94300 Kota Samarahan, Sarawak.

v. *Date of commencement* :

Monday Blues will commence on the 1st of January 2020.

vi. *Factors in selecting the proposed business:*

- a) Profitable service
- b) High demand in market
- c) High potential customers
- d) Easy to run

A laundry with full package is what people need nowadays as people in this modern generation are too busy with their works, studies and families which enable them to manage the chores properly. We believe that our business is profitable as it gains high demand in the

## 1.2 PURPOSE OF BUSINESS PLAN

Business plan is use to help our company to run the business smoothly according to vision and mission of our business. Moreover, business plan is really important in order to arrange our steps to achieve business goals. Other than that, it plays an important role before starting the business and makes everything can be done on time. There are a few terms and condition why we come out with business plan. This business plan helps us to: -

1. Determine the right steps and ways to manage our business especially when the business is just started.
  - Guideline for managing our company business
2. Determine the vision and mission of company.
3. Identify the organization plan, marketing plan, operational plan and financial plan.
  - Set and identify our budget nicely and clearly.
  - To determine the competitors of company.
  - To determine the company performance after few years.