



اَوْنِيُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN**

**COMPANY NAME: YOUR DOBI COMPANY**

**BUSINESS TYPE: LAUNDRY SHOP**

**PREPARED BY:**

**FACULTY & PROGRAMME** : Diploma in Civil Engineering

**SEMESTER** : 4 C

**PROJECT TITLE** : Business Opportunity

**GROUP MEMBER**

1. Gillian Angging anak Christopher (2017226372)
2. Imelda Marsha anak Irrwannto (2017209922)
3. Gibryan Thian Shun Lung (2017218976)
4. Samuel Tara Chuk (2017249022)

**PREPARED FOR**

MADAM SITI MARDINAH BT ABDUL HAMID

**SUBMISSION DATE**

3<sup>rd</sup> May 2019

## Table of Contents

Table of Contents	Page 2
Executive Summary	Page 3
Step 1: Identifying Need and Wants of Customer	Page 4
Step 2: Scanning the Environment	Page 5, 6
Step 3: Evaluate of Business Opportunity	Page 7
Step 4: Selection process of Business Opportunity	Page 8, 9
Conclusion	Page 10
References	Page 11
Appendices	Page 12

## Executive Summary

A lot of opportunities have been done by government to encourage Bumiputera to set involve in business since business ventures in Malaysia are mostly conquered by Non-Bumiputera who is very good in grabbing the chance by starting the business as they see a good profit in it. As much as we are delighted about business, four of us will take the opportunity to start the business in group together as addition in supporting Malaysia for producing more Bumiputera entrepreneurs. We decided to build self-service coin laundry due to high demand in UiTM Kampus Samarahan 2. This service allows the students and staffs of UiTM Kampus Samarahan 2 to do their laundry without going out from campus. Our business is totally legal and do not harm the environment because the equipment is eco-friendly. By launch this business, we can reduce the burden of the students and staffs. It is because our business located inside the UiTM Kampus Samarahan 2 and they do not have to go outside the campus to do their laundry.

## Step 1: Identifying Need and Wants of Customer

Needs, wants, and demands are the three main basic terms in marketing definition, these three terms helps a lot for taking strategic decisions. Based on what we have planned , We decided to built Self-service coin laundry in UiTM Kampus Samarahan 2. Our laundry business named Your Dobi.

Your Dobi targeting staffs and students of UiTM Kampus Samarahan 2. The reason why most of students and staffs are lazy and do not have enough time to wash their laundry and they are willing to spend their money at the self-services coin laundry which is outside the campus. This kind of customers Your Dobi is trying to reach.

The students and staffs are large segment that fit into the image that Your Dobi is creating. In addition, they are high consumers of this product in UiTM Kampus Samarahan 2. This targeting would concentrate on consumer that value spending money in self-services coin laundry that offer affordable price and comfortable atmosphere.

To gain their interest we will provide Free Wireless Network to give them enjoyment while waiting for their laundry done. Other than that, we also will provide Self ironing service, Vending machine and Massaging chair. By providing this kind of services, we expect the fame of our laundry will increase and will attract more customers.



### Step 3: Evaluate of Business Opportunity

Evaluate of business opportunity is the process of critically examine the business opportunity itself whether it is viable or not and does it have potential to be a good business.

The criteria of evaluation are comprised of whether the business can make enough profit to cover its costs as well as generate revenue and has a potential for growth, has a competitive advantage, and conform with the law and regulation.

1. Can make money and has potential to grow: By providing laundry service, we also have some additional services such as portable handheld ironing machine, foods and drinks vending machine and massage chair machine. With these additional services, we can make more money. It also can help our business grow where the students or staff in the campus don't need to go outside laundry where they can save their transportation fee and time.
2. Has a competitive advantage: Since there is no laundry shops around inside and outside UiTM Kampus Samarahan 2 that provide free internet service into their business, we take this chance to provide free internet service into our business. The purpose of this service is to comfort the costumers while they wait for their laundry. By the chance, it also helps to promote our business to other students at other campus. It is because student nowadays like to use internet and post to their social media.
3. Conform with the law and regulation: In our business, we make sure that our equipment has proper product certifications (SIRIM) and safe to use by the time. For our foods and drinks supplier, we make sure that the products are not expired and available to eat for the young and the old.