



اَوْنَبَوْرَ سِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

COMPANY NAME: YOUR DOBI COMPANY

BUSINESS TYPE: LAUNDRY SHOP



PREPARED BY:

FACULTY & PROGRAMME : Diploma in Civil Engineering

SEMESTER : 4

PROJECT TITLE : Your Dobi Laundry Services

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EXECUTIVE SUMMARY

Our main activity of our business is laundry services named Your Dobi which is taken from our company named Your Dobi Company. Our shop will be located inside UiTM Kampus Samarahan 2. Our objective to open this business is to prepare the most comfortable and high qualities laundry services. There are 4 personnel that will involve in this business which is General and Operation Manager, Administration Manager, Marketing Manager and Financial Manager.

Our main objective to start this business is to give a comfortable and affordable laundry services the community in UiTM Kampus Samarahan 2 especially to the students. It can help the students to manage their time and budget whenever they want to do the laundry. With this chance, we also providing other services such as ironing, massaging chair and vending machine to get more profit income which is also giving the costumers satisfaction to do their laundry in our services.

To begin the business, we need to provide administration plan, marketing plan, operation plan and financial plan to set our objective, to determine our business process, to know how to improve our services and to ensure our business has profit outcome. For the administration plan, the administration manager needs to identify what vision and mission of our business which is will determine our business objective. Administration manager also need to determine what is needed for our office environment. For marketing plan, the marketing manager need to plan the business marketing plan and strategy to promote our business into world-wide. For operation plan, the operation manager needs to manage the business process, plan the layout of the shop to identify what machinery and equipment needed in the shop. For the financial plan, the financial manager needs to ensure the initial capital is sufficient to start the business.

Section 1: INTRODUCTION

Your Dobi is a laundry services shop that planned by Your Dobi Company that doing a business with partnership business that provides a high quality of laundry services with a reasonable charge which is value for money that is also comfortable and safe to used. We have done our part which is to provide a comfortable and affordable to be used by the costumer.

The main characteristics of our services is to provide laundry services to the student which live in the Kolej Seri Pinang at UiTM Kampus Samarahan 2. We are providing various of services to make sure the costumer satisfied to use our laundry services. Due to the demand requested for this service among the students, we are determined to provide a laundry services that is affordable for the students compare to the other company laundry services.

There would be advantages for our company which is we are providing the cheapest rate of services. While there would be a weakness for us for the beginning of our business as our company are new and there would be likely to have extra period of time for the people to recognize our presents. Therefore, we have plan on how to expand our market value by promotion and advertisement from time to time to make sure that our presents are known by all the customers.

This business is located inside the area at UiTM Kampus Samarahan 2 which is near to Kolej Seri Pinang where the students and some of the college staffs are staying. This business will be starting on the 29th September 2019.

In future prospects of the business, in 5 years Your Dobi target is to have more facilities and gain more profit and will fulfil the highest demand of laundry services.

Section 2: PURPOSE

The purpose of this business plan is to give a picture of how our business will be operating. This business plan also shows what is our company background, the owner or partner background, what type is our business and the form of our business which is partnership. In this business plan, it consists of several plan which are administration plan, marketing plan, operation plan and financial plan.

For the administration plan, it is to plan the process of planning and organize all the resources, planning the strategies efficiently, and controlling the resources that refer to capital, manpower, technology and materials.

For the marketing plan, the objective is to ease the community's burden in their daily life, to satisfy the needs and wants of the targeted customers, to gain profit and sales from our services and to plan the business marketing plan and strategies.

For the operation plan, it is important because it is a plan that identify the machinery and equipment for the business, planning the layout of the shop, manage the business hour and operation time, keep the machinery and equipment well operated and always ensure the material needed are ready every month.

For the financial plan, it is to help in ensuring a reasonable balance between outflow and inflow of funds so that stability is maintained. It is also to help in making growth and expansion programme which helps in long-run survival of the company. Planning reduces uncertainties with regards to changing market trends which can be faced easily through enough funds.