



CUCI-CUCI SERVICE



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Group Name	: CUCI-CUCI SERVICE (GROUP 6)
Group Members	: SITI NUR FARHANA ZAKARIA (2021813382)
	: MUHAMMAD JAFNI MUHSIN BIN MOHD NIZAM (2021291126)
	: MUHAMMAD AIMAN DANIAL BIN ROSLI (2019475712)
	: HAIRUNNIDA BT HARUN (2021498008)
	: MUHAMMAD WAQIYUDDIN BIN AZMI (2021498156)

PREPARED FOR: MADAM ZAINAH BINTI JALIL

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EXECUTIVE SUMMARY

This business plan is going to introduce our Cuci-cuci Service. Cuci-cuci service is a partnership business that operates service laundry. On either the contrary, our service focuses on cleanliness and hygiene. Our organisation is made up of five partners, and each one is responsible for keeping Cuci-cuci Service's business running smoothly and efficiently. We are also responsible for ensuring that this business consistently makes a profit while providing the greatest services to customers.

At Cuci-cuci Service, our target market is general, but the focus is more for those having problem during the pandemic or during quarantine. Our services are located at No 25, Jalan PNBBU 1, Pusat Niaga Bukit Baru Utama, Bukit Baru, 75150, Melaka. Our company's goal is to achieve superior performance as measured by return on investment through systematic, significant, and profitable growth. Aside from that, we intend to spread this service throughout Peninsular Malaysia.

We choose to provide laundry services because of our mission and vision. Our mission is to ease the lives of our customers and offer convenience to them, as well as to be the most chosen laundry service provider. While our vision is to be the most well-known and trusted brand in the creative laundry industry solution in Malaysia. If our services meet or exceed our customers' expectations, Cuci-cuci Service will gain more customers. As a result, we believe that Cuci-cuci service will be able to compete with competitors who have a lot of experience due to their long history. If Cuci-cuci Service succeeded exceed customer's expectation and meet their satisfaction, in a result Cuci-cuci Service can obtain more customers.

This business plan assignment must also include information about social entrepreneurship and how our company can help the community. So that we can assist in resolving a community issue. We Cuci-cuci service decided to make donations to university students whose families have a B40 income for this social entrepreneurship, or our contribution can be used to help university students affected by disasters. To reduce their burden, this matter is related to a social business that defined as a profit-making business that has specific social objectives that serve its primary purpose. Social business seeks to maximize profits while maximizing benefits to society and the environment. Their profits are principally used to fund social programs. Cuci-cuci service has chosen university students to whom we will make a donation of up to 10% of the profits from our service business. We hope that with the assistance we provide, it will be able to solve one of the community's current issues.

With our product surviving in this epidemic era and quarantine, it could make easier and better. Especially towards community that unable to go outside due to quarantine or people who busy working. Finally, we hope that Cuci-cuci Service will be able to survive in this industry for a long time and will be able to face all of the challenges that they will face in future.