



UNIVERSITI TEKNOLOGI MARA
MUKAH CAMPUS, SARAWAK

FACULTY OF BUSINESS MANAGEMENT

ETR 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN



“LAUNDRY-CAF”

| | | |
|--------------|-------------------------------|---------------|
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Prepared for: Miss Siti Farah Binti Lajim

Date of Submission: 23 September 2013

SUBMISSION LETTER

Ronny bin Dick

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20 AUGUST 2014

Miss,

RE: Submission of Business Plan

As a representative of our company, "**Laundry-Caf**", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to aims and goals when preparing and finally completing this business plan on time and as scheduled.

2. For all four of us, ETR300 (Fundamental of Entrepreneurship) has given us a clear

EXECUTIVE SUMMARY

The name of our company is Laundry-Caf. The business is in form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is Laundry-Caf with concept of self-service laundry. Apart from that, we also open up a cafe. That is why it is called Laundry-caf because it is combination of laundry and cafe. We provide customers with the best place for them to enjoy while they are waiting for their cloths. Our concept is very suitable with campus life and office workers. There are no sleeping partners and all are entitled to participate in the business management.

We had agree that Ronny Bin Dick as our General Manager and Administration Manager, Norhidayah Binti Syukur as Marketing Manager, Nurul Tiara Binti Abdul Razak as Operation Manager and Norhafizah Binti Adenan as Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on experience, skills and ability of the partner. The management team will be led by the General Manager and assist by the other managers.

The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

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1.0 INTRODUCTION TO BUSINESS PLAN

The business plan of laundry cafe is proposed so that it can be undertaken comprehensive manner. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business which provides wash the cloth on your on and can relax at the cafe that we had provided. The business is in form of enterprise which consists of four shareholders.

All shareholders had agreed as stated in agreement letter which the amount of the capital, profit or loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profit and losses are equally divided in the end of the accounting period.

In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profits and achieve high productivity time to time.