



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



SQUEAKY QLEAN

PREPARED BY

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SEMESTER OCTOBER 2021

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EXECUTIVE SUMMARY

Squeaky Qlean is a partnership-based corporation with six members who each occupy important responsibilities which are Chief Executive Officer (CEO), Chief Operating, General manager or Chief Operating Officer (COO), Marketing manager, Product Manager, Finance manager and Human Resource Manager. Each member has a total of RM20,000 for capital contribution so business capital will be a total RM120,000.

Squeaky Qlean is a 24 hours self-service laundry that provides facilities such as washing machines and dryers for people to clean their own laundry. We use a token system instead of coins which cost RM1 for 1 token. Our laundry is located at Lot 64, Jalan Casuarina 1, Kampung Tok Dagang, Seremban, Negeri Sembilan which is in a residential area and can be considered as a strategic place. Our office is located at the same place but on the upper floor of the double story lot.

Moreover, laundry service is important and really profitable as long as cleanliness of clothes is in demand. Even during an economic crisis, self-service laundry is one of the profitable services because clean clothes are important in our daily lives. People are also struggling with busy lives and some of them can not afford washing machines so a self-service laundry is one of those solutions.

We also add more features and discounts for our customers in order to satisfy their demand and provide security for them. Besides focusing on our profit, safety of our customers also will be taken care of by providing some security features in our laundry such as CCTVs. to conclude, Squeaky Qlean is an effective, convenient and comfortable self-service laundry that can provide customers with affordable prices and is flexible for busy people.

SECTION I: INTRODUCTION

1.0 COMPANY BACKGROUND



Name of the Company	Squeaky Qlean Laundry
Business Address	Jalan Casurina 1, Kampung Tok Dagang, 70400 Seremban, Negeri Sembilan
Correspondent Address	Jalan Casurina 1, Kampung Tok Dagang, 70400 Seremban, Negeri Sembilan
Telephone Number	06-7855433
Form of Business	Partnership
Main Business Activity	Provide facilities for laundry
Date of Established	20 february 2021
Name of Bank	Maybank
Account Number	6779314279866