



## **BUSINESS PLAN: ROSLI DOBI**

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## **Executive Summary**

In this business plan, the main parts that are included are Business Description, Marketing Plan, Operation Plan, Administration Plan, Financial Plan, and Business Model Canvas.

In our business plan, we have clearly outlined our company and given all of the company's facts that we require. We've given the company's location, as well as a map of our location, together with the company's information. The aim of the business plan is also stated, which is to provide the greatest self-laundry service and apply for the necessary funds. We added their comprehensive profiles in terms of information about our partners in order to introduce our new business owners.

In our marketing strategy, we listed all of the marketing methods that will be utilized in our company. We've also included information on the service we offer, our target market, and rivals, as well as market size and share. We went so far as to forecast our company's sales over the following three years. For our sales revenue, this will act as a guideline and benchmark. A marketing budget schedule was also created. This is to ensure that our money is spent correctly and on time.

In terms of the operating plan, we developed a working and planning procedure that specifies the workflow for our clients who have used our services. This is to ensure that our customer support procedure runs smoothly and according to the rules. We've also done some planning for production, calculating the expected services for each month, week, and day. A list of suppliers, machineries and equipment, and supplies is also included. We projected the stock purchase after estimating the quantity of stocks for each month throughout the duration of three years. Finally, we estimated the operations budget and produced a project implementation timetable.

In the administration plan, we established our company's goals, vision, and mission. The organizational charts have been presented, and they include the jobs of operation manager, marketing manager, administrative manager, and financial manager. We make a list of how many employees there are, what their jobs and responsibilities are, and how much they are paid. We've also provided a list of office equipment needs and a budget for administration.

The financial plan includes all of the budgets and costs for each department. The financial plan includes the menu, capital expenditures, pre-operating and working capital predictions, sales and purchase projections, project implementation cost, project financing sources, cash flow, income statement, and balance sheet.

Finally, we propose a business model canvas for our company plan (BMC). BMC is a visual tool that emphasizes the value that customers receive. A BMC can help our company remain on top of new opportunities and revenue streams.

## 2.0 Business Description

### 2.1 Introduction



'Rosli Dobi Enterprise' is the name of our company. Our company is based on the concept of self-service laundry. After the customer has washed and used our service, this Sparkling Clean Logo will show on the label placed on the company's paper bag for them to utilize. The purpose of paper bags is to make it easier to carry clean clothes. Our company's purpose is to give clients a better experience. Also, we hope that our consumers are pleased with the level of service offered by our company. Moreover, our company is located at 5, Jalan P11E/1, Presint 11, 62300 Putrajaya, Wilayah Persekutuan Putrajaya and is open every day. The service is open 24 hours a day and will not close unless there is an emergency. The location was chosen since the surrounding area has an estimated 120,000 communities. Due to the extremely high level of popularity among the population, our goal is to do business there.

Our company was founded by Muhammad Akmal Firdaus Bin Zuhaimi, Muhammad Zarif Bin Abdul Aziz, Muhammad Amirul Bin Shahferi, Kamarul Idris Bin Kamaruddin, and Akif Akmal Bin Shahrol Ismail, who together formed a partnership of four people. The four of us are not only partners in the business, but also on duty in the administration, production, finance, and marketing departments. The terms of the partnership that we agree to are established by the Partnership Act of 1967. The required capital for starting a business is RM500,000. Contribution from our partnership is RM300,000, each of them contributes

RM75,000 and a loan of RM200,000 from bank. On January 1 2023, this company is set to begin operations.

Our company provides self-service laundry with all of the luxurious equipment. A washing machine with a capacity of 30kg to 50kg and a dryer with a capacity of 50kg are among the comprehensive amenities. Customers may wash large size comforters, curtains, and bedsheets in one go when utilising a 30kg-50kg coin washer and 50kg coin dryer. Furthermore, our company also offers a detergent and softener machine, which costs even less than RM2 for one scoop of detergent and RM3 for one scoop of softener. We used a high-end detergent and softener to make our customer's things stay longer with a fresh smell. The business was established with 2 units of shop lots. The number of washing machines in our company is ten, and the number of dryers is ten as well. We also have a place for people to sit, similar to those found in a cafe with a small children's play area and also Wi-Fi for customers to use. We are sincerely concerned about our customers' well-being and strive to provide the best service possible. Copius Laundry Equipment Trading is located at A-1-1, Ground Floor, Plaza Medan Putra, Jalan Plaza Medan Putra 6 Kepong, 52200 Kuala Lumpur, is the supplier of our laundry equipment. Meanwhile, IKEA supplied the decoration to our company because we wanted to create a modern self-service laundry that was unlike any other self-service laundry.

Due to its strategic location, we expect this 'Rosli Dobi' business to be an attraction and have a very high response over the next five years to the Malaysian community. Furthermore, the low and reasonable service pricing is comparable to the quality of service we deliver to our customers and also helps our company to achieve our targets. We also plan to have three 'Rosli Dobi' branches in three separate areas within the next five years, which is the focus of many communities

We started the company because, in our opinion, society today is too preoccupied with work and does not have time to handle housework. We assist them in making their daily tasks easier. It is no longer difficult for people to dry clothes after they have been washed, and it no longer takes a lengthy time with the self-service laundry. Moreover, not everyone has a washing machine at home, and not everyone can afford one at its market valuation. Customers can save a lot of money by using our laundry service and high machine capacity. Laundry service is like a restaurant which is an essential component of daily life.