



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**



"LAUNDRY SERVICE"

SETIA NR RESOURCES SDN BHD

**SR 113
DIPLOMA IN SPORT STUDIES
FACULTY SPORT SCIENCE AND RECREATION**

**MICHAEL THADDEUS AK SIMON SIKET (2007116501)
MOHAMMAD NOOR AZUAN BIN HAMDAN (2007116505)
RAZALI BIN ABDUL MANAN (2007139939)
VICTOR ANYI (2007116507)**

**DATE OF SUBMIT:
03 APRIL 2010**



TABLE OF CONTENTS.

NO.	TOPIC	PAGE
1.	Submission Letter	1
2.	General Plan	2
3.	Administration Plan	19
4.	Marketing Plan	33
5.	Operation Plan	39
6.	Financial Plan	51
7.	Conclusion	76
8.	Appendix	



1. GENERAL PLAN.

1.1. Acknowledgement.

We're grateful to God the Almighty, generous and merciful because his grace, this business project of "**Setia NR Resources Sdn Bhd**" can be completed.

Our first thanks would go to our knowledgeable lecturer, Mr Jamesson Garry as our advisor for this project paper who has guided, nurtured and give us full support throughout this project paper. We hope that he will be more prosperous in all his undertakings and wish him and his family good health.

A big gratitude and special thanks to Azlan & Associates as giving us a lots of Management Consulting and information and also the advice in doing our business project. Thank to Smart Laundry Shop and thank you very much for the cooperation and guidelines throughout the making of this business project.

We also would like to thank the government agencies, Majlis Daerah Kota Samarahan, and Water Board, Kuching, as the appreciations in helping us in doing our business project as they has provided us the map in order to search for the strategic location for our project that is in Kota Samarahan.

Lastly, thanks also go to our classmates for their support and cooperation, we pray to God will bless of all the individuals that involved in completing our Setia NR Resources Sdn Bhd business project.



3. ADMINISTRATION PLAN

3.1. Introduction to organization.

Administration is an important part in an organization or heart of the organization. It is a process of managing an administration task in a business. A successful business is the aim of every entrepreneur. In order to strike for that goal, we have to start from the roots, which is administration. The implementation of an efficient and systematic management will lead to a successful business.

An organization is a social unit that comprises people performing different tasks in a coordinated manner in order to achieve organizational goals. In a business, an organization is sometimes considered as the company organization chart, schedules of responsibility and other structural factors involved in organization. However, organization as an academic subject tends to take a somewhat wider area for study than structures though structure remains of central interest.

Our company also faced the same situation as the other whereby we have to plan each task carefully and divided our work among ourselves according to the skill and qualification of the business. The administration will manage the business by using the process of planning, organization, staffing, directing and controlling. So that the business will be more effective and efficient to be manage. Effectiveness and efficiency of our administration will ensure the successful of the business, as marketing, operation and financial will co-operate to achieve our target. Management is the important element to the business company as a plan to achieve goal and to gain profit for the company.

In conclusion, a well plan of administration department is very important element for our company in order to achieve our goals.



4. MARKETING PLAN.

4.1. Service Description.

- Most of the students are busy for their study.
- So they take an easy way to send their cloth to the laundry.
- We are providing laundry in the hostel area so that the student do not have to go far outside send their cloth.

4.2. Target Market.

4.2.1. First Year.

- UiTM students.

4.2.2. Second Year.

- MPTAR students.

4.2.3. Third Year.

- UNIMAS students.

4.3. Market Size.

4.3.1. First Year.

- Around 1500 UiTM students.

4.3.2. Second Year.

- Around 1800 students.

4.3.3. Third Year.

- Around 2700 students