



UNIVERSITI TEKNOLOGI MARA



ENT300

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## TABLE OF CONTENT

<b>CONTENT</b>	
<b>PREFACE</b>	
<b>EXECUTIVE SUMMARY</b>	
<b>LETTER OF SUBMISSION</b>	
<b>AGREEMENT LETTER</b>	
<b>FRONT COVER OF BUSINESS PLAN</b>	1
<b>INTRODUCTION TO BUSINESS PLAN</b>	2
GOALS OF ORGANIZATION	3
BUSINESS PLAN OBJECTIVE	4
PURPOSE OF BUSINESS PLAN	5
COMPANY BACKGROUND	6
BUSINESS LOGO AND MOTO	7
PARTNER'S BACKGROUND	8-14
LOCATION OF BUSINESS	15
<b>MARKETING PLAN</b>	16
INTRODUCTION	17
MARKETING OBJECTIVE	18
PRODUCT AND SERVICE DESCRIPTION	19
TARGET MARKET	20-21
MARKET SIZE	22-23
MAIN COMPETITORS	24
MARKET SHARE	25-26
SALES FORECAST	27-28
MARKETING STRATEGIES	29-33
LIST OF MARKETING PERSONNEL	34
SCHEDULE OF TASK AND RESPONSIBILITY	34
MARKETING BUDGET	35
<b>OPERATION PLAN</b>	36
INTRODUCTION	37
COMPONENTS OF AN OPERATION SYSTEM	38
OBJECTIVE OF OPERATIONAL PLAN	39
OPERATIONAL STRATEGIES	40
OPERATION HOURS AND BUSINESS HOURS	41
OPERATION PROCESS	42-44
MATERIAL REQUIREMENT	45
MATERIAL REQUIREMENT PLANNING	46
MANPOWER RREQUIREMENT	47
LIST OF MACHINE AND EQUIPMENTS	48
LAYOUT PLAN OF OPERATIONAL AREA	49-50
LIST OF OPERATION PERSONNEL	51
SCHEDULE OF REMUNERATION	52
OPERATIONAL OVERHEAD	53
OPERATION BUDGET	54

## **EXECUTIVE SUMMARY**

The name of our business is “BORNEO CAR WASH“. Our car wash location is at Samarindah, Kota Samarahan, 94300, Kuching, Sarawak . The main activity in our business is car wash services. Our service offers a 100% hand car wash with high-quality products, and dedicated personnel. Our business operation is at 10.00 AM – 10.00 PM every day.

There are no sleeping partners and all are entitled to participate in the business management. There will be seven (7) members in our partnership. We agreed that Mr. Yngwie Malmsteens Ak Lingki as a General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. Mr. James Belarek Francis and Mr. Rabin Belong as a Marketing Manager, they 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. Mr. Raymond Ato James and Mr. Lawrence as an Operational Manager, and they will be responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

Meanwhile, Mrs. Eva Shafikah bt Sahar as an Administration Manager and responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, Sheryl Vanessa Kebing as a Financial Manager. She will be responsible on handling 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 business. All of us are assigned based on our respective education qualification, experience, skills, and capability.

## 1.0 INTRODUCTION

- **NAME OF COMPANY:**

BORNEO CAR WASH ENTERPRISE

- **NATURE OF BUSINESS:**

Our company will give the best service for the user because we are using a 100% hand car wash with high-quality products, and dedicated personnel. We strive for perfection with every wash or detail. Our experienced staff and high quality product with many facilities that already exist will make our services the best they can be.

- **LOCATION OF BUSINESS:**

BORNEO CAR WASH ENTERPRISE.GF. SUBLOT 35 OF LOT 9232, BLOCK 26, MTL D SAMARAHAN, 94300 SARAWAK

- **DATE OF BUSINESS COMMENCEMENT:**

17<sup>th</sup> JUNE 2016

- **FACTORS IN SELECTING THE PROPOSED BUSINESS:**

- Involve a cash and generate easy
- Very strategic place
- Already have some existing equipment

- **FUTURE PROSPECTS OF THE BUSINESS:**

Have high potential to grow because:

1. In terms of additional equipment and other goods
2. To market our business in more commercially
3. Expand the business

## 2.0 INTRODUCTION

### Executive Summary

Borneo Car Wash Enterprise will be the best car wash for all kinds of vehicles in Samarindah, Kota Samarahan. Marketing is one of the challenge processes for our success and future profitability. Therefore, we have created a very convenient car wash shop which will make our customers feel more comfortable while using our services. This is one of the ways to attract more customer and gradually achieve our basic market need.

In this marketing plan, we have included several important aspects. The aspects are

1. Service Description
2. Target market
3. Market size
4. Competition
5. Market share
6. Sales forecast
7. Marketing strategies
8. Marketing budget

As a new company, we take serious about our marketing plan so that we will always focus on our goal and to prevent our company to face a lot of problems during our business. Other than that, it is essential to make sure we will achieve our target and also our sales forecast.

We also had made a survey about our competitor's strength and weakness that exist around us. This is one of the strategies to find a plan to increase our quality of service and comfort for our customer.