



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UITM KAMPUS KUALA PILAH
CAWANGAN NEGERI SEMBILAN

FACULTY OF APPLIED SCIENCES
DIPLOMA IN MICROBIOLOGY

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

HaiDrobe
co

BUSINESS PLAN REPORT
BUSINESS NAME: HAIDROBE CO.
PRODUCT NAME: STERILUXE

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TABLE OF CONTENTS

| | |
|---|-----------|
| 1.0 EXECUTIVE SUMMARY | 4 |
| 2.0 BUSINESS BACKGROUND | 5 |
| 3.0 PARTNER'S BACKGROUND..... | 7 |
| 4.0 ADMINISTRATION PLAN..... | 12 |
| 4.1 Business Mission, Vision and Objectives | 12 |
| 4.2 Business Logo | 13 |
| 4.3 Organizational Chart..... | 13 |
| 4.4 Administration Personnel Schedule | 16 |
| 4.5 Remuneration Schedule | 17 |
| 4.6 Office Equipment, Fixture & Fittings and Office Supplies | 18 |
| 4.7 Administration Budget..... | 20 |
| 5.0 MARKETING PLAN..... | 21 |
| 5.1 Product Offered | 21 |
| 5.2 Target Market..... | 23 |
| 5.3 Market Trend, Size and Share | 24 |
| 5.4 Competitors Analysis | 26 |
| 5.5 Sales Forecast | 28 |
| 5.6 Marketing Strategies | 29 |
| 5.7 Market Personnel..... | 32 |
| 5.8 Marketing Budget | 34 |
| 6.0 OPERATIONAL PLAN | 35 |
| 6.1 Process Planning | 36 |
| 6.2 Operations Layout..... | 42 |
| 6.3 Location Plan..... | 44 |
| 6.3.1 Break-even point (BEP) | 45 |
| 6.4 Business and Operation Hours..... | 47 |
| 6.5 Requirements for License, Permit and Regulations | 48 |
| 6.6 Production, Output, Manpower and Material Planning..... | 50 |
| 6.6.1 Production Business..... | 50 |
| 6.6.2 Number of Workers Required..... | 53 |
| 6.6.3 Number of Machine Required..... | 56 |
| 6.6.4 Bills of Material (BOM) | 61 |
| 6.7 Operation Budget..... | 63 |

1.0 EXECUTIVE SUMMARY

HaiDrobe Co. located in Kawasan Perindustrian Bangi, is set to transform clothing care through our innovative wardrobe system, 'Steriluxe' which integrates advanced steaming technology and UV light to deliver a seamless, eco-friendly, and time-saving solution. Our mission is to enhance our clients' lives by making garment maintenance more efficient and hygienic. We envision becoming a global leader in modern clothing care solutions, reshaping how people manage their wardrobes with smart, efficient, and sustainable products.

Our primary objective is to launch our flagship product, Steriluxe in Malaysia, focusing on households that value convenience and eco-friendliness. We aim to generate 800 unit sales by December 2025. Collaborating with major home appliance retailers and e-commerce platforms, we strive to enhance customer satisfaction, targeting 90% positive reviews on product efficacy and usability. This business plan outlines our strategies to meet these objectives and drive significant growth over the next three years.

modern technologies, with over 10 years of valuable experience in interior designing and carpentry.

HaiDrobe Co. was founded with the vision of conveying one major problem that stumbled upon urban households and business, which is re-using the clothing that has been worn once or twice, but just for a short amount of time such as, lunch or dinner, meetings, and many other functions. The problem arose when the clothing that has been used are not considered really dirty to the point that it need washing before re-using it again, and also the commitment of time and energy for the tedious process of pressing the clothes so it is ready to be wear again the next time. HaiDrobe Co. specializes in crafting high-quality wardrobes that are tailored to the clients' needs without compromising the company's main goals. By solving the niche of clients' major problems, HaiDrobe Co. has impacted the competitive market by being one of the earliest pioneers that are actively providing solutions for common issues for fellow consumers in this sector.

The fundamental of the business plan mainly are to secure enough fundings and profits to further the production capabilities by investing into new and updated machinery that can effectively improve the operational efficiency as well as establish a proper showroom as a way to showcase the company's product towards client to console the clients' worries that will positively improve the sales of the company. Furthermore, the business plan also lays a milestone for the company to achieve strategic and realistic goals, including the market presence to the neighbouring countries such as Indonesia and Thailand.

By having a team of committed and seasoned craftsmen paired with a visionary and credible team leader in pursue of pampering the customers satisfaction, HaiDrobe Co. continues to provide the wardrobe solutions that fuses with the functionality for clients' personalization. Looking forward, HaiDrobe Co.'s future would further include the diversity of the product line to better suit and reach more clients' needs that are ever evolving.

4.0 ADMINISTRATION PLAN

Every business must have its own mission, vision and objectives to connect with their customers by displaying the goals, beliefs and moral values of the organization itself. The company's mission statement explains its overall purpose and a company vision statement outlines the long-term aspirations, describing where the business aims to be in the future. Objectives are measurable goals that help guide the business toward achieving its mission and vision. For our business, HaiDrobe Co. that produced 'Steriluxe', the aspects are aligned to offer revolutionary of the steaming and UV technology in our product.

4.1 Business Mission, Vision and Objectives

i. Business Mission

To revolutionize clothing care by offering a seamless, time-saving solution that incorporates modern steaming technology and UV light to eliminate microorganisms, ensuring hygienic, wrinkle-free garments ready to wear straight from the wardrobe.

ii. Business Vision

To be a worldwide innovator in breakthrough clothing care solutions, influencing how people manage and keep their clothing through smart, efficient, and modern products.

iii. Business Objectives

-Specific: Launch 'Steriluxe' as a flagship product in Malaysia, targeting households with a focus on convenience and eco-friendliness.

-Measurable: Achieve sales of 800 units within the first year.

-Achievable: To collaborate with three major home appliance retailers and two e-commerce platforms by December 2025.

-Relevant: To increase customer satisfaction by receiving 90% positive reviews on product efficacy and simplicity of use.

-Time-bound: To increase company net profit by 20% within two years by December 2026.