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UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS MANAGEMENT
DIPLOMA IN BANKING STUDY

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
IRON MAIDEN PROFESSIONAL IRONING

PREPARED BY

NICOLEFREDOLINA ALFRED

2014931279

ANN GRACE CHARLES

2014914181

MOHD ARIFF RIDZUAN BIN MOHD ASIH

2014158135

MAISYARAH JAFRY

2014999815

DENISE DONALD

2014378415

PREPARED FOR
MR. FRANKLIN HAZLEY LAI

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EXECUTIVE SUMMARY

Iron Maiden is our company name. Iron Maiden has been managed by five members. The member for this company is Nicolefredolina Alfred, Denise Donald, Ann Grace Charles.

This business idea come from Denise Donald and has been support by his friends. We choose this because most people especially student and workers absolutely dread doing any ironing, especially when they have a full time study or job also busy family life. We open our ironing service from 9 am until 9 pm from Monday to Saturday expect Sunday at Alam Mesra, Kota Kinabalu. This area has a number of benefits in terms of the market that it will provide for the business.

Our expectation is we are tried to find the new experience on how to have our own business. Then, we also like to make a little bit different than the others company. We also like to increase our profit and earn more money to help our family member and we would like to bring forward our company to be known in all youngsters to prove that we can open our own business.

Additionally, as well as our basic ironing service our ironing charge is per kg and we also have extra charges for add on services like pickup and delivery.

INTRODUCTION

Vision

Earn customer's trust and be a reliable ironing service in Indah Permai.

Mission

- ❖ To give a quality service with reasonable price to our customer
- ❖ To maintain a high standard of workmanship which produces a quality product

Objective

1. To lessen their burden from the aspect of time.
2. To provide the service they wanted
3. To produce net profits
4. Establish sustainable business by the end of the first year
5. To establish a good brand to customer and gain brand loyalty in its first three months of operation by prevailing a socially responsible enterprise.