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TITLE:



**SELF-SERVICE LAUNDRY
(BUSINESS PLAN REPORT)**

PREPARED BY:

(1)	ARINA BATRISYIA BINTI MOHD ROSLAN	2023460848
(2)	ARHAMUN NUHA BINTI AHMAD	2023476888
(3)	AMNY SYAKIRAH BINTI AZMY	2023828514
(4)	ADRIANA ARRISSA BINTI AZMI	2023863962

PREPARED FOR:

MADAM MUMTAZ BINTI AHMAD

GROUP:

IC120 4A1 & 4A2

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1.0 EXECUTIVE SUMMARY

LuxeWash Sdn. Bhd. is an innovative self-service laundry business established to provide fast, affordable, and high-quality laundry services for urban communities in Malaysia. Strategically located at No. 12, Jalan Komersial 3, Taman Bandar Puteri, Kajang, Selangor. LuxeWash aims to meet the growing demand for convenient laundry services, especially among students, working professionals and residents in high-density urban housing who lack access to in-unit washing facilities.

The business operates 24 hours a day, 7 days a week, using fully automated industrial-grade washers and dryers. This model allows customers to independently manage their laundry tasks while enjoying added services such as optional ironing during staffed hours. LuxeWash offers a cashless payment system, automatic detergent dispensers, and value-added features like free Wi-Fi, vending machines, and comfortable waiting spaces to enhance the customer experience.

With a well-planned business strategy, LuxeWash targets a market with over 3,000 households and is expected to capture 40% of the market share within its first year of operation. The competitive advantage lies in its uninterrupted accessibility, modern facilities, and service quality that exceed competitors who operate in shorter hours or lack automation. The business expects to generate over RM 550,000 in revenue in Year 1, with consistent annual growth projected at 5% per annum. By Year 3, LuxeWash is projected to earn over RM 220,000 in net profit and accumulate more than RM 560,000 in retained earnings.

Operationally, LuxeWash maintains efficiency by employing a small but competent team and integrating digital systems for financial and inventory management. The business also has a clear roadmap for expansion, including plans to open five additional outlets and initiate a franchising model by 2029. The structured financial plan, inclusive of equity financing, term loans, and hire-purchase agreements, ensures stability and scalability in the long run. Overall, LuxeWash is positioned not only as a convenient laundry service provider but also as a modern lifestyle solution tailored for Malaysia's evolving urban demographic.

2.0 INTRODUCTION

Name of the business

LuxeWash Sdn. Bhd. is a company that provides self-service laundry services to the local community. This service allows customers to wash and dry their own clothes conveniently and quickly using automated machines for washing and drying, while optional garment care services, such as ironing, are carried out by staff. The name “LuxeWash” reflects the company’s goal of providing a comfortable and efficient laundry experience to customers from all walks of life.

Scope of the business

LuxeWash Sdn. Bhd. operates in the 24-hour self-service laundry industry, offering high-capacity industrial washers and dryers that can handle large-scale laundry loads. Customers simply need to visit the premises, select a machine, make a payment, and operate the machine themselves. This business targets customers in urban areas such as students, house renters, office workers, and families who seek convenient, fast and affordable laundry services. In addition to self-service washing and drying, LuxeWash also offers optional paid services such as ironing. These services are handled by staff during designated hours and are designed to provide added convenience for customers who prefer complete garment care.

Location of the business

No. 12, Jalan Komersial 3, Taman Bandar Puteri, 43000 Kajang, Selangor

Date of the business commencement

LuxeWash Sdn. Bhd. will start operating on 1 January 2026.

Future possibilities of the business

LuxeWash Sdn. Bhd. plans to expand the business by opening more branches in student-populated areas, residential neighbourhoods, and high-traffic commercial zones. The company also aims to collaborate with property developers and universities to offer exclusive laundry facilities within student housing or rental apartments. In the long term, the business may also be expanded through franchising to interested local entrepreneurs.