



UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

BUSINESS PROPOSOL

WASHPRO CLEANING SERVICE

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By implementing our mind as an entrepreneur, we can see our opportunity in proposing this business in the future. With the knowledge that we have learned, we strongly believe that this business can go further in future. We hope that by doing this business plan, we are able to understand more on how does the business work and we are looking forward to make this business becomes reality.

BUSINESS PLAN

GENERAL MANAGER

WASHPRO CLEANING SERVICE

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WASHPRO
power washing

1.0 INTRODUCTION

The name of our business is WashPro cleaning services. We choose this name because we will give service like a pro in cleaning sector and we want to increase customer confidence to buy our services. Our main business is to clean all types of house such as bungalow and apartment. We do the cleaning services at all places in the house, such as cleaning the toilet and the living room.

Our target markets are people around Sabah at first, after our company well developed we targeting to have all branch around Malaysia. This because we are looking the trend where people are busy to work. Furthermore, by looking the issue of maid from outsiders where they are more to do criminals such as robbery and kidnapping the children of their employee to gain fast money. So, one of the purpose we provide this services to encounter this problem. Beside that we do not have any competitors so we can monopoly this services sector.

We choose Wawasan Plaza as our location because it is centre of the public and near to bus station, office in some area and Centre Point. We believe that our location is strategic and our places will easy to find.

1.2 BUSINESS VISION, MISSION AND OBJECTIVES

1.2.1 VISION

TO PROVIDE A SAFE AND BETTER SERVICES, BESIDES POTENTIAL ENVIRONMENT WHERE PEOPLE NEVER IMAGINED.

1.2.2 MISSION

- TO PROMOTE SERVICES INDUSTRIES
- TO GIVE JOB OPPORTUNITIES TO LOCAL PEOPLE.
- TO OPEN BRANCH ALL AROUND MALAYSIA AND GET A BIG NUMBER OF PROFIT.

1.2.3 OBJECTIVES

- TO ENHNACE BUSINESS PROFIT MAXIMIZATION
- TO IMPROVE SERVICES QUALITY TIMES TO TIMES
- TO GAIN CUSTOMER SATISFACTION
- TO INCREASE SALES VOLUME GROWTH.