



UNIVERSITI TEKNOLOGI MARA(UiTM)

**DIPLOMA IN PLANTING INDUSTRIAL
MANAGEMENT(AT110)**

ENT300

KBKT LAUNDRY

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Sir,

Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

3. We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

(ZAINURUL RAMADHAN BIN ZULKIFLEE)
GENERAL MANAGER
KBKT Laundry

1.1. INTRODUCTION TO BUSINESS PLAN

A business plan is a formal statement of a set of business goals the reason they are believed attainable and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. Business plans may also target changes in perception and branding by the customer, client, taxpayer, or large community. When the existing of the business is to assume a major change or when planning a new venture and it required 3 to 5 years of business plan. The idea to put together this business plan is to enable the owners to have a more ideas and potential costs and drawbacks to certain business decision and help to modify accordingly before implementing this ideas.

KBKT Laundry is a partnership company which expertise in laundry servicing. The business is in form of partnership which consists of five shareholders. All shareholders had agreed as stated in an agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because we want to make a new kind of laundry service that can be accepted by the society and a friendly-customer type of business.

1.2. PURPOSE OF BUSINESS PLAN

Business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake.

The purpose of our business plan is:

1. As a guideline to manage the business.

The business plan could be used as a guideline to manage our business in managing the proposed venture. The entrepreneur would have a clear picture on the strategy for running the business.

2. To convince relevant parties of potential investors of the project.

The business plan could be used as a communication tool to convince the potential investors of a proposed venture. This could boost the confidence of the interested parties to finance in the cost of venture.

3. To give opportunity to the entrepreneurs to view and assess the proposed business in an objective, significant and practical manner.

By preparing the business plan, the entrepreneur will have information on planning and decision making process. Through this, the entrepreneur would have a practical business plan.

1.3 NATURE OF BUSINESS

KBKT Laundry is a service oriented kind of business which gives a full service as a primary service to its customers through washing their clothes.