



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN SUNGAI PETANI, KEDAH

FUNDAMENTALS OF ENTREPRENEUR
(ENT300)

INDIVIDUAL ASSIGNMENT 3:
BUSINESS PLAN (BP)

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EXECUTIVE SUMMARY

I choose to do Laundry Service as my business which offers washing and drying services dedicated to consistently providing high customer satisfaction by supplying reliable machines and presenting a clean, enjoyable atmosphere at a reasonable prices. This laundry service's target market is for students and every household that needs laundry service within the immediate area of Lembah Bujang, Merbok. A competitive advantage distinguishes a company from its competitors. In order to make this laundry business successful, launderers have to do much more than just clean laundry to be offered to customers. This laundry offers extra services such as press and fold services so the clothes being washed and dried will be handed back in a neat form to the customers.

1.0 INTRODUCTION

1.1 Organization Background

a.	Name of the Organization	Rasa Sayang Laundry
b.	Business Address	Taman Lembah Bujang Utama, Jalan Lembah Bujang Indah, Bedong, Kedah 08100
c.	Website/e-mail address	Website ➤ www.rasasayanglaundry.my E-mail address ➤ rasasayanglaundry@gmail.com
d.	Telephone Number	04-8665616
e.	Main Activities	Laundry Services - Washing and drying clothes
f.	Date of Commencement	20 April 2020
g.	Date of Registration (30 days before Date of Commencement)	1 March 2020
h.	Name of Bank	Maybank Bank - Rasa Sayang Laundry
i.	Bank Account Number	2004 2611 3008

1.2 Organization Logo/Motto



Organization Logo

Rasa Sayang Laundry's slogan is "The Perfect Care for Your Clothes" shows that with the handul assistance and reliable machines that is used by Rasa Sayang Laundry, customers' clothes are in good hands. The color pink symbolizes tenderness, warmth, nurturing and calming. This is why the owner choose the pink colour as main colour in the symbol because Rasa Sayang Laundry wishes their customers can feel the spiritual meaning that the colour Pink portrays physically and mentally.