

اَوْنُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN PUBLIC ADMINISTRATION AND POLICY STUDY
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
PUTIH KELABU LAUNDRY

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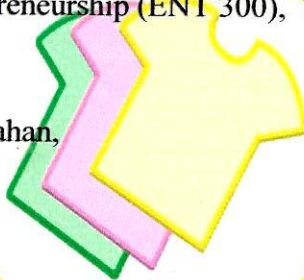
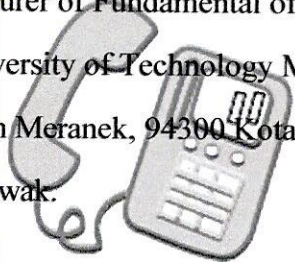
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I. LETTER OF SUBMISSION

ENT 300 Students,
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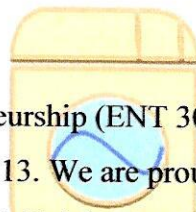
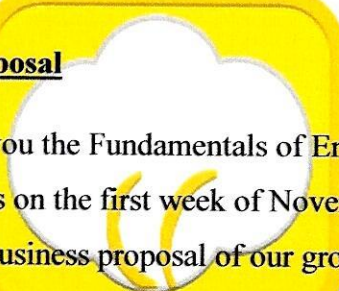
Miss Noraini Binti Sa'ait,
Lecturer of Fundamental of Entrepreneurship (ENT 300),
University of Technology Mara,
Jalan Meranek, 94300 Kota Samarahan,
Sarawak.



16th March 2014

Miss,

Re: Submission of Business Proposal



We would like to present you the Fundamentals of Entrepreneurship (ENT 300) project which was authorized to us on the first week of November 2013. We are proudly submitting to you the completed business proposal of our group, Putih Kelabu Enterprise on this date of which had been agreed before.

We would like to express our gratitude to you upon your kindness and generosity in guiding and assisting us in completing this business proposal. We also feel appreciated to you because without your advice we are unable to complete and come out with such a good business proposal.

We will keep the knowledge, skills, and information we have gathered for our own good in the future. The business plan that we have gone through make us more mature, dedicate and determine in doing our task which helps us to enhance our ability in many areas. Please let us know if there is any problem or weaknesses with our business proposal for us to make correction immediately and systematically.

III. EXECUTIVE SUMMARY

Putih Kelabu Enterprise is a partnership company aimed to provide the customers with laundry service. There are five members of this company partnership which consist of the General Manager, Administrative Manager, Operational Manger, Marketing Manager and Financial Manager.

The major objective of our company is to cater customers' demand for laundry services within Kota Samarahan. Our society nowadays is very concerned about their cleanliness and they want to keep themselves comfortable all the time. One of the best ways to achieve their goal is by sending their clothes to the laundry. We can help them with giving them good services of laundry.

In order to create healthy competition with other laundries we offer free online service and self-laundry service to make the customers feel comfortable to do their own chores and online while waiting for their clothes. We also set up laundry service business in a strategic place. We figured out that Kota Samarahan is a strategic area to open a business because Kota Samarahan has a higher rate of population of students and residential area located near to our laundry.

After lots of analysis, we find out that Tabuan area has a great potential to be explore. It is strategic places for us to set up our laundry there because that particular area will be an opportunity for us since the population are high.

Our company will be located at Lot G-02, Ground Floor, Country Land Commercial Centre, Jalan Muara Tuang, 94300 Kota Samarahan, Sarawak. Our business operation hours will be open from 9.00am till 6.00pm daily from Tuesday until Sunday. Monday and Public holidays will be closed to the public.

1.0 INTRODUCTION TO BUSINESS PLAN

1.1.1 NAME OF BUSINESS

The name of our company is Putih Kelabu Enterprise. We choose this name because white (Putih) represents the meanings of our laundry that is to provide cleanliness to our customers' clothes. Grey (Kelabu) represents our laundry colour and most of our facilities in the laundry are grey in colour including our uniform T-shirts. Therefore, we want to give our customers a 100% satisfaction towards our services so that they would continue using our laundry service.

1.1.2 NATURE OF BUSINESS

Putih Kelabu Enterprise has good communication skills to deal with customers, so that we can maintain our good relations with the customers in order to maintain our business reputation. Other than that, we also provide free online services and laundry delivery service to-and-from our customers' places. These will help to less the customers' burden to save their time to come to our laundry and a benefit for us to increase the profits gaining of our business in the future.

1.1.3 INDUSTRY PROFILE

Services provided by our laundry included ironing, washing, dry cleaning, laundry delivery service and free online service for the customers. Our laundry service has different competitive environment as compare to other laundry in terms of our detergents used, the online service and our delivery service.

By the nature of each force in the industry, laundry services are well related to the cleanliness that they provide for the customers on their clothes. This will give them comfortable clothes to wear from time-to-time. Thus, they will keep on using that current laundry service.