



UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300 FUNDAMENTALS OF  
ENTREPRENEURSHIP**

S T A R S T R U C K

**BUSINESS**

**PLAN**

J9EM1105G



**WASH AND DRY SNEAKERS CLEANER**

**MUAZ, ALIFF, FADZLEE, MARSHA**

## **ACKNOWLEDGEMENT**

Alhamdulillah we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT300.

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Through these problems we manage to become more organize and mature in dealing with the problems that occur during our research. This business plan covers organization,marketing,operation,financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit knowledge about Entrepreneurship world and fact about how to become an entrepreneur in future.

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## EXECUTIVE SUMMARY

Starstuck Clean Sdn. Bhd. offers our products and services for customers, providing the variety of machine that gives high satisfaction of consumer.

Our client is customers identifying as students and teenagers who want consume product with affordable price of product. We also targeting busiest workers because we have fast services of our product to customer at home. Starstruck Clean offers a variety of shoes cleaning machine that give customers option to buy the product based on their requirement.

Across Johor and Johor Bahru particularly the Starstruck Clean business has seen an explosion of growth over the year. Johor Bahru is an area that we think the most suitable place to run our business. While there are currently three business like us in Johor Bahru, but only our business that have special delivery and rent service.

Starstruck Clean marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Johor Bahru very low income and poor family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management Starstruck Clean Sdn Bhd consists of 4 lead workers which is Fadzlee Annuar, Marsha Elsie Biddulp, Muhamad Aliffuddin and Muaz Wafri. Our workers have extensive experience in finance, businesses, sales and accounting. This four partners will be take role responsibilities together instead different duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. This loving Shoes Cleaning machine shop Starstruck Clean will provide is sure to appeal to customers throughout the Johor especially Pasir Gudang area.