



UNIVERSITI TEKNOLOGI MARA

SAMARAHAN CAMPUS 2, SARAWAK

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DIPLOMA IN PUBLIC ADMINISTRATION (AM1104E)

BUSINESS PROPOSAL

L'INFINITE'S COMPANY

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26th SEPTEMBER 2014

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1.1 SUBMISSION LETTERS

L'Infinite's Company
57A, Ground Floor,
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Jalan Sony, 93350
Kuching, Sarawak

Miss Noraini Bt. Sa'ait
ENT300
Universiti Teknologi Mara,
Jalan Meranek, 94300
Kota Samarahan, Sarawak.

14th JULY 2014

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As stated above, I, Ruth Sinyom Anak Boniface, General Manager of L' Infinite's Company, the representative of my team mates, would want to humbly submit our business plan for further reviewing.

2. We have prepared this business plan to fulfill the requirements of the respective subject, Fundamentals of Entrepreneurship (ENT300) as a precondition by University Technology Mara (UiTM) Samarahan. This task is a basic practical skill for beginners' guidance on getting involve in the business as to become an entrepreneur.

3. We hope that by submitting this business plan, we are able to present the completed task between the cooperation of our partnership that we have gained during the whole outline of the course. All of our research and the related information are concluded in this business plan, accompanied by this letter of submission.

Thank you for your time and support.

Yours Truly,

.....
(Ruth Sinyom Anak Boniface)

General Manager,
L'Infinite's Company

1.2 EXECUTIVE SUMMARY

L'Infinite's company is a business company that corporate laundry cleaning services. It is a company that is fully managed by Bumiputera. The idea of choosing the name for this company was agreed by all of the partnership members, which is L'Infinite. L' stamp for laundry as a business of nature and Infinite is by means, endlessness, limitless and boundlessness. By the name of the company, the business of this company is expected to lasts long in the business sector and expand limitless in the future.

The company provide clean and tidy laundry services as the business activity. As the observant has been done, people nowadays, especially workers and students have a very limit time due to work overloads and assignments and many more. Thus, they have not enough time to do the cleaning task such as laundry. So, the company decided to take an opportunity to overcome these situations by providing the best cleaning services to these people.

The company started the business with the total capital of RM65 000 which is contributed by each partners with RM 13 000. The company is run by five managers which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Next, the target market for this company is especially those who encountered busy routines in their everyday lives such as the workers and students. The company also decided to offer affordable price rates of services due to the consideration of income level of the customers and of course, considering the financial burden of the students.

Business plan is certainly important to be carrying out. It is generally prepared by a group of people which are the owners of the company itself, bankers, suppliers, customers and employees. Business plan also includes the administration, marketing, operational and financial plan.

L'Infinite's company with the best hope on trying to achieve the business goals, not only focussing on the company's profit but also trying to be the best cleaning service centre and providing high and best quality in giving out clean services for the customers.

2.1 INTRODUCTION

The main focus of marketing is to satisfy the customer's needs and wants and to gain profit as a result of satisfying those needs and wants. It is simply an exchange activity between a business firm and its customers. The customers may include individuals, wholesalers, retailers, banks and government agencies. Marketing is a very important activity in a business firm as it acts as a backbone to ensure that the firm is profitable. Hence, the quality of the services offered must be parallel to what the customers' needs and wants so that the firm can gain profit and the customer can be satisfied. Marketing is defined as the process of identifying the customers' needs and wants and the firm must be able to give services that can satisfy those needs and wants.

In a nutshell, we need to do intensive market research to discover the needs and wants of the potential customers. This is to enable our marketing people to market our service in the right market and to easily target our service to the appropriate customers that can be satisfied by the service offered. Moreover, we can also build customers' trust by serving services that can meet their quality standard and through this we can build a strong customers' relation to ensure the future growth of our business.