



اُنِيْوَرْسِيْٓتِيْٓ تِيْكَنُوْلُوْجِيْٓ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN BUILDING
FACULTY OF ARCHITECTURE, PLANNING & SURVEYING
UNIVERSITI TEKNOLOGI MARA KOTA SAMARAHAN,
SARAWAK

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

CHOSCH ENTERPRISE

PREPARED FOR:

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1.0 GENERAL PLAN

1.1 SUBMISSION LETTER

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19th March 2014

Sir,

THE SUBMISSION LETTER OF BUSINESS PLAN

Referring to the subject, we are the fourth semester students from Diploma in Building, Faculty of Architecture, Planning and Surveying (AP116) would like to submit our business proposal on a carwash service, **QUICKLEEN AUTOWASH** that we have prepared to fulfill the requirement of the Fundamentals of Entrepreneurship subject (ENT 300).

2. This business plan is our plan to operate the business in order to become one of the best car wash services in Malaysia. Therefore, we would like to give full appreciation for your advises in order to complete this project and hope this proposal contains the information needed as the guideline to run the business in future.

Thank you.

1.4 EXECUTIVE MANAGERS' SUMMARY

Our company's name is CHOSCH ENTERPRISE. The business is in the form of partnership which is consisting of five members. Each partner contributes certain amounts of cash agree in our agreement. Our main services are washing and cleaning of vehicles. Our company comes out with the new technology for washing and cleansing vehicles. Self-service vacuum car is also provided by our company with new and high technology machine available in town which only requires 10 minutes of process.

The purpose of our business is we want to be known in as a QUICKLEEN AUTOWASH in the same line with other businesses that produce the same business. Although there are many bigger company outside there that also open up a car wash service as their own business, but, we are confident that our business can be a successful one in the future. Our business' aimed is getting the customer to be more familiar to the business and make sure our customer will feel easy to wash their vehicles when needed.

The concept of our business is we implement what the customer wants. We had discussed that our business will be launched on 2nd January 2014. The premise will be opened 7 days a week (from Monday to Sunday) and we will open from 10.00 am until 8.00 pm. On Saturday and Sunday, the premise will be opened from 10.00 am until 10.00 pm.

All partners are entitling in the business management. We have agreed that Mohammad Aqmal Ashyraf bin Brahim as the General Manager, Mohd Shahid bin Md. Salim as the Marketing Manager, Phylisia Valerie anak Beard as the Operational Manager, Leminang ak Mawan as the Administration Manager and Siti Nurhafizah binti Zakaria as the Financial Manager.

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1.5 INTRODUCTION TO THE BUSINESS PLAN

A Business Plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. Business plan is an important purpose to predict viability and explain all about our business such as our activities, strategy, financial or others that are related to business because it consists wholly. This is also to make people and entrepreneurs easy to communicate with each other and run the business easily from the availability of business plan because all the informations needed are in it.

CHOSCH ENTERPRISE is a partnership business which ventures and majors in the carwashing service. The business is in the form of partnership which consists of five shareholders. All shareholders have agreed as stated in an agreement letter which the amount of capital, profit and loss will be divided as stated in ratio. We have chosen this kind of business because it is a one type of business which has a good potential to get profit. Besides that, shareholders have the responsibility to give the commitments in operating this business.

1.6 NAME OF THE BUSINESS

The project that we are proposing to do is a car wash service. The name of our company is CHOSCH ENTERPRISE. The name chosen is according to the General Manager's random choice and followed by all the shareholders' consent. This is to make sure that people know our premise is a vehicle washing place, and also to make sure that our company is well known in Sabah and Sarawak first as it is locally established then to Peninsular Malaysia.

1.7 NATURE OF THE BUSINESS

The form of business of our company is partnership which is made up of five partners. The ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution of all partners.

Our type of business is based on auto car washing which our company comes out with the new technology for washing and cleansing vehicles. Self-service vacuum car is also provided by our company with new and high technology centralized machine available in town which only requires 10 minutes of process. Our company will give the best service to our customer. Besides, we believe our business will gain profit in