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UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

i-Eazy Laundry

PREPARE BY

MOHAMAD AMIRUL BIN ZAINI	2012543055
CHRIELNIE BINTI MONSINGAH	2012116913
ZIE ELCY BINTI MATIN	2012566849
IRNEH BINTI RUSLAN	2012138933
JASLI MALUBIN	2012948983

DIPLOMA OF SPORT SCIENCE AND RECREATION

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LETTER OF SUBMISSION

Diploma in Sport Studies
Mara Univesity of Technology,
Samarahan Campus, Jalan Meranek,
94300 Kota Samarahan,
Sarawak

Miss Philomina Francis ,
Lecturer of ENT 300,
Mara University of Technology,
Samarahan Campus, Jalan Meranek
94300 Kota Samarahan
Sarawak

27 March 2015

Miss,

Submission of Business Plan

Referring to the subject above, we would like to submit the proposal of our project paper for our ENT 300 Subject.

2. This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also serves as a guide for new entrepreneur to do a business venture which involves marketing, administration, operation and also financial aspects.

3. We highly hope that this business plan that we proposed does fulfil your requirement. Any mistake or slightness in any part falls entirely on us and we appreciate any comments or remarks on our project in order to help us to improve it and ourselves as well. Thousands of gratitude for your guidance and time throughout the planning of our business project. With all of our effort we hope that you will approve our business plan that we produced. Lastly, with the cooperation that happens among us can enhance a good partnership.

EXECUTIVE SUMMARY

Company description

i-eAzy Laundry is a business of washing clothes, which provide the services 'pick and delivery' the customer item. The business is a partnership where the business will be started on 8 January 2016 which located at 118, Desa Ilmu Batu 1, JalanSeberang 99111, Kota Samarahan, Sarawak. This location is situated in student area. Therefore, it will have a great potential market for this business. Besides that, the area also full of resident so that will allows they come to our laundry.

The business will provide washing, drying and steam with the various type of softener so that the customer can choose freely. Our employee has 4 years' experience in the Laundry industry and can provide high quality work at a faster turnaround rate than any other local competitor. We will also prove highest quality facilities like washing machine expert

INTRODUCTION

Based on Philip Kotler and Gary Armstrong, marketing is defined as a social and managerial process whereby groups or individuals obtain what they require by exchanging products and value with others. The main priority of marketing is to put customer satisfaction as the main objective, followed by the process used to achieve that goal.

Marketing is the process of planning and executing the concept of pricing, promotion and distribution of ideas, goods and services that could create exchange that meets the satisfaction of individuals and organizations stated by The American Marketing Association.

A good entrepreneur must master the marketing strategies to ensure that business can develop and can earn higher revenue. Marketing is essential in every business establishment because a well-executed marketing plan will assist an entrepreneur to evaluate and analyse market demand and develop strategies to market products or services that business offer and identify resources required to execute the marketing strategy and estimate marketing financial requirement. An entrepreneur must also be creative, innovative and competitive to ensure that they can market their products or services.

Conclusion

The business of i-Eazy laundry is set up based on the consensus and agreement among 4 shareholders. The main purpose of this partnership is to obtain profit other than to satisfy the need of the society within the area.

Regarding to the administrative of the company, it shows that the company is having an organized management where the top management are consist of General Manager, Administration Manager, Operational Manager, Marketing Manager and but not least Financial Manager. In any company, the rank of management is basic. The performance of the company is based with this credibility and accountability of these managers in order to run their own job efficiently and efficiencies without any waste of sources.

The administration manager must be able to manage the administration of company, human resources and data storage effectively while financial manager must be able to record the accounting and financial manners appropriately thus to avoid the loses and breach of trust.

Thus, each manager is capable to co-operate among them with their different functions and responsibilities based on their position. So this business plan show that our company is capable to complete with their competitors and gain profit to develop i-Eazy laundry in the future. We as well, are capable to run the business effectively an efficiently in the future and give the best services to all customer.