



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA, SAMARAHAN CAMPUS, SARAWAK

DIPLOMA IN QUANTITY SURVEYING

FACULTY OF ARCHITECTURE, PLANNING & SURVEYING

ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP

Aqua Clean Laundry

COMPANY BUSINESS PLAN

Prepared for:

Miss Noraini Bt. Sa'ait

Prepared by:

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Submission Date:

26th March 2014

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1.2 SUBMISSION LETTERS

Aqua Clean Laundry
University Technology Mara II,
Jalan Meranek, 94300,
Kota Samarahan, Sarawak.

Miss Noraini Bt. Sa'ait

ENT300

Universiti Teknologi Mara,
Jalan Meranek, 94300
Kota Samarahan, Sarawak.

26th MARCH 2014

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As stated above, I, Nur Syazwani Binti Safuani, General Manager of Aqua Clean Laundry, 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 II (UiTM) Samarahan. This task is a basic practical skill for beginners' guidance to getting involved 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,

.....
(Nur Syazwani Binti Safuani)

General Manager,

Aqua Clean Laundry.

1.3 EXECUTIVE SUMMARY

Aqua Clean Laundry is a company that provides self-services laundry. Our target market is the residents of UiTM Campus II.

Aqua Clean Laundry is a partnership enterprise comprises of five team mates:

MEMBERS	POSITION
Nur Syazwani Binti Safuani	General Manager
Asmaa Binti Shafiee	Marketing Manager
Syarifah Zanariah Binti Wan Zainal	Operation Manager
Nur Ayuni Binti Ramlan	Administration Manager
Nur Amira Binti Kassim	Financial Manager

Every company member contributed RM 25,000.00 .

General Manager

To plan and monitor the strategic progress of the business and ensure the business objectives to the highest standards.

Administrative Manager

Plans, assigns, and supervises the work of others manage and, record the organization document ,good in communicating and interacting with the outsiders and also help the general manager to manage and plan systematic management .

Marketing Manager

Preparing and managing marketing plans and budgets. Marketing Manager also analysing and investigating price, demand and competition and monitoring performance

Operation Manager

Maintains records on production, time worked, and materials. Besides,Operatin Manager also need to ensure the flow stock run smoothly without having any shortage in the supply stock and managing the operational budget

Financial Manager

Controlling income, expenditure and cash flows, compiling and distributing financial and statistical information and manage and coordinate organization's financial and budget, maximize investments, and increase efficiency

2.1 INTRODUCTION

Marketing can be defined as activities that are carried out systematically to enhance sales of product as long as the activities are followed the religious and ethical practices. Marketing is basically an exchange of activity between a business entity and its customer. The customer can be individual, other business entities and also support organizations. Marketing is not simply a collection of specialist business communication skills but also separate the management practice which, when integrated with operational and finance management, forms the backbone of any business.

Human needs are define as basic physiological requirements in one life such as shelter and food. Wants are define as unfulfilled needs that are often influence by ones culture, social upbringing, personality and religion. Thus, it is essential for the marketing people to identify the need and wants of consumers in order to create an effective marketing.

The marketing concept rests on the philosophy that all marketing activities must satisfy customers' needs and wants, at the same time achieve the target profits. The focus, which is customer satisfaction first and the profit, is considered a long-term view to doing business. A satisfied customer will most likely come back for more and continue to contribute to the business sales and profit.

In conclusion, to become successful company, we must give a heavy commitment to marketing in order to attract new customers and motivate them to buy our product. Besides that, we want to keep the customers and also gain their trust on us by promising superior value and optimize their privilege in order to give them satisfaction of our products.