



**FACULTY OF ARCHITECTURE, PLANNING &  
SURVEYING**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ETR300**

**TOPIC:  
BUSINESS PLAN  
REMEDIES  
DRIVE THRU CAR WASH**

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## **1.0 INTRODUCTION**

The name of our company is REMEDIES. We chose it because REMEDIES means cure or medicine based on the Oxford Dictionary. The services that we provide symbolize 'cure' to our customers. It is tally with our nature of business. We are doing a drive thru car wash business. Logically, cars with dust and dirt come to our place to get clean up. Thus, the cleaning process is actually the 'cure' to our customers.

Our company has done surveys in various aspects of the business. Car wash business is not something new in Kuching. There are few car washes that have really established in the industry. For us to compete with them will be a tough challenge as they have been in this business for quite some times and with no doubts they know how to tackle this business inside out. Our proposed location is in Petra Jaya and the main reason is because of less competition in the business. The location is very strategic as it is beside the main road. It was once a petrol station and now it is not used for any profit-making activities.

We are planning to start the business on the 1<sup>st</sup> of January 2011. We agreed on the date as it is very common and suitable to start a new business. Besides that, it helps to ease our financial manager in monitoring the cash flow of our business. There are few factors that influence us in selecting this business. According to our survey, there is only one drive thru car wash in Kuching and it is not that great in terms of quality and hospitality. As a result, our company decides to do a drive thru car wash but with better quality and hospitality. Our goals are to deliver high quality service and provide comfort to our beloved customers. We believe that our drive thru car wash has the potential to be one of the best in town and with God's will, may be the best in Malaysia.

## **1.1 PURPOSE**

Our business plan is made for purposes. Among the main purposes of preparing the business plan are:

- To evaluate the project viability and growth potential.
- To apply for loan from SME Bank with the amount of RM300,000.00 and the money will be used entirely to start up the business.
- To act as a guideline for the management. This is to ensure all actions taken will be beneficial to our business.
- To allocate business resources effectively.

These purposes are very important as they help us to 'shape' our business and keep our company in the right track.



## 1.3 Declarations of Shareholder Agreements

Remedies consist of 5 partners and each of them needs to sign an agreement to prove that they are ready to be committed to company and become a partner. This declaration of agreement also includes the position of every partner that is agreed upon. After signing, the agreement is a liable for Remedies.



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