

FOREWORD

In firm or organization, top management has important roles in setting quantifiable, measurable and achievable objectives. This is to make sure the top management of the company can achieve their objective efficiently.

For "GLITTER LAUNDRY", our strategy is urbanized as a guideline for daily operation of the company that stresses more on the frequent need to maximize profits in a just, reasonable manner. Apart from trying to earn a fair return on investment from our stockholders. Other than that, we are also looking forward to improve our share in the market size. In addition, we will try to provide our customers with the best and fastest service to make sure our customers really satisfied and happy with our company.

In addition, to achieve our objective, we had determined our target market. Our company is located at campus zone or student zone, and residential area. Our target markets are the students of UiTMCS and UNIMAS. Why most of our customers are among the students? This is because they do not have much time to wash their clothes. Due to this, our company has a great opportunity corresponding to our objective to earn the greatest possible profit by increasing our service quality and offer a reasonable price to our customers especially to our regular customers. The marketing department is also to expand appropriate marketing strategies in order to ensure the transactions of the business are properly done.

Another vital section in GLITTER LAUNDRY is the administration. The main objective of the administrative manager is to harmonize and converse the information of each of the company's main division so that unit costs of production may be reduced and productivity be increased. Consequently, administrative manager plays important roles.

INTRODUCTION

We must have an efficient and suitable method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must be concerned is efficiency in the management. To make sure our objectives will be achieved we have to put our effort in preparing this business proposal.

Marketing, production and financial aspects must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All of these aspects really assist in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Besides that, administrations also include the distribution of resources to avoid wasteful moreover, can give a better in developing the money based on requirement of every department.

NAME OF THE COMPANY

The name of our company is “**GLITTER LAUNDRY**” as it gives some extraordinary meaning to us. We decide our laundry name as ‘**GLITTER**’ because the name of **GLITTER** always relates with something that is shining and something bright; and this will ensure the customer to have a better perspective on us. The reason is, we are tolerating and dealing with the cleanliness of the clothes of the customers, so we have to make sure our services have achieved the objectives. When we are doing the services for the customers, we will ensure that the operation of our service will be our first priority. That is why we choose to name our company as **GLITTER LAUNDRY**. We hope that the customers will feel more comfortable because we are able to help them in cleaning their clothes which save a lot of time.

NATURE OF THE BUSINESS

Our business is a partnership form of business and wholly owned by four Bumiputra entrepreneurs. With all the knowledge and skills that we have in business management, we promise to provide the best and finest quality of service to our customers. Furthermore, we help to lessen the burden of those who are busy with their work. In other words, those who have no time to do their laundry.

LOCATION OF THE BUSINESS

Our company, **GLITTER LAUNDRY ENTERPRISE** is located at Sub Lot 25, Ground Floor, Desa Ilmu Phase II, Jalan Datuk Mohd. Musa, 94300, Kota Samarahan. We select this location because it closes with the education institute and also surrounded by housing estate which might never stopped to develop.

DATE OF THE BUSINESS COMMENCEMENT

After we have made some discussion, we lastly come to a conclusion to start our business on 11th SEPTEMBER 2007. After discussed among our partners, we have finally come up to our final decision after concerning every single terms of starting the business.

FACTORS IN SELECTING THE PROPOSED BUSINESS

We have chosen this particular business due to the demands by the local people in this area. We can see that this place is lacking with the laundry services although there are a lot of housing area had been build here. That is why we would like to start this business to help out the local people such as lecturers, students and the residents around Kota Samarahan to do the laundry servicing for them. This is because most of the students and lecturers do not have much time to wash their clothes especially when their marital status is single.



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APRIL 2007