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UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
UiTM SARAWAK**

**DIPLOMA IN BUSINESS STUDIES (BM111)
SEMESTER 2015**

**ENT300
ENTREPRENEURSHIP**

HYPE LAUNDRY CAFE

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	ITEM	PAGES
	Acknowledgment	1
	Executive Summary	2
	Letter Of Submission	3-4
	Location Of the Business	5
	Agreement Of Partnership	6-8
1	Introduction	
1.1	Name Of Company	
1.2	Location Of The Business	
1.3	Date Of Commencement	9
1.4	Factor in Selecting Proposed Business	
1.5	Future PROSPECT Of the Business	
1.6		
	Company's Logo	10
	Propose Of Business Plan	11
	Business/Company Background	12
	Business Mission And Vision	13
	Partnership And Owner Background	14-18
2.0	Administration Plan	19
2.1	Introduction	20
2.2	Administrative Objectives	21
2.3	Introduction To Company Organization	
	2.3.1 Company Mission	
	2.3.2 Company Vision	
	2.3.3 Organization Chart	
	2.3.4 Main Task And Responsibilities	22-25
2.4	Scheme Of Salary And Contribution Of Worker Welfare	
	2.4.1 Worker Incentive	
	2.4.2 Salary And Wages	
	2.4.3 Employee Provident Fund (EPF)	
	2.4.4 SOCSO	
	2.4.5 Bonus	
	2.4.6 Fringe And Benefit	
	2.4.7 Business Hours	26-27
2.5	Table Of Remuneration	28
2.6	List Of Furniture, Fitting, And Equipment	
	• Office Equipment	
	• Other Expenses	
	• Monthly Expenses	
	• Source Of Equipment	29-31
2.7	Office Layout	32-34
2.8	Administrative Budget	35
3.0	Marketing Plan	36
3.1	Introduction	37
3.2	Marketing Objective	38
3.3	Product /Service Description	39
3.4	Target Market	40
3.5	Market Size	41
3.6	Marketing Competitors	42-43

EXECUTIVE SUMMARY

This business plan which includes full description about our company background, marketing plan, Operating plan, administration plan and financial plan is specially prepared for our lecturer, Miss Philomina Francis Banyie. Located at subplot 1, parent lots 3021, block 1, Samarahan land district, Jalan datuk mohd. musa, Kota Samarahan, Sarawak, Hype Laundry Café will be commence on 17 SEPTEMBER 2016 and was registered as companies form of business. Our Laundry café business hour will be operating 24 hours 7 days, from Monday to Sunday.

Hype Laundry Café is a start-up business and our fully hope to have a chance to develops our business to be in same level with other successful laundry branches, such as International laundry. We choose laundry as our main product because, we can see that this kind of business have a chance to success in the future. In addition, we serve this business in the industries. This is because, nowadays, when involve in business or any discussion, other than company meeting room or office, some of the people might like to choose the outdoor places to get more wide observation about their business. This also helps them reduce their stress. Other than that, by café services, the family member or a group of friends also can spend their time at our café enjoying our product. Our café also provides, free Wi-Fi to the entire customer that spent their time in our café. Through this, we believe that, 'more time customer spent in our café, more products their purchase'.

Lastly, the standard preparation needs to be prepared before commencing the business. All the major aspect of planning, organizing, leading and controlling the strategies have to be considered to ensure the proper management of the business in obtaining and achieving the goals of the company.

LETTER OF SUBMISSION

ENT 300 (Part 5)

Diploma in Business Management (BM111)

Uitm Kota Samarahan,

Jalan Meranek, 94300 Kota Samarahan,

Sarawak.

Miss Philomina Francis Banyie

Lecturer of Fundamental of Entrepreneurship (ENT 300)

UiTM Kota Samarahan,

Jalan Meranek, 94300 Kota Samarahan,

Sarawak.

Dear Miss,

Re : Submission of Business Proposal

As the company representative, I would like to hereby present to you our propose business plan for our Fundamental of Entrepreneurship, ENT300 project. We have discussed together and come up with laundry service industry, called 'HYPE LAUNDRY'. Together with this letter, we submit our business plan.

2. First of all, we would like to thank you for all of your support, advice and knowledge in guiding us making the business plan successfully. There was many challenge we had going through in doing this project.

3. For every knowledge and experience we got, we will apply it for the future.

Last but not least, we are willing to hear any recommendations and advice from you regarding to this business plan.

Thank you.

Your sincerely,



(RAHMAN BIN HASHIM)
General Manager
Hype Laundry

INTRODUCTION

1.1 NAME OF COMPANY

With the agreement between us, we have decided that our company name is HYPE LAUNDRY CAFÉ.

1.2 NATURE OF THE BUSINESS

We have chosen laundry as our business. We provide automate washing machine that will wash and dry at the same time. We also provide a comfortable place for our customers to wait for their cloth finish washing. Comfortable facility provided such as comfortable chairs, internet access and air cond.

1.3 LOCATION OF BUSINESS

We have chosen Desa Ilmu, Kota Samarahan as our location of business. We aim students and also people that live nearby. Our shop is in strategic place because University of UITM and UNIMAS are nearby.

1.4 DATE OF COMMENCEMENT

We have decided to start our business on 17 August 2016. The commencement date on 17 September 2016 is very special date for us, by where it can be a symbolic to future successful prospect. Even not in festival season or any celebration, the starting date is a big move for us to open up our new steps.

1.5 FACTORS IN SELECTING PROPOSED BUSINESS

Generally, by this era, people are lazy to wash their cloths at their own and it is hard to get cloths dry during raining season. Demand for laundry will increase at that is why we see that laundry business has the potential in the market.

1.6 FUTURE PROSPECTS OF THE BUSINESS

Nowadays, laundry becomes the main place to wash their cloths. Our future prospect of course is to achieve higher profit and become famous in Malaysia.

Next our prospect is to target a branch to be incorporated in region areas that content a large population. By this prospect, we try to identify and improving our services day to day, to be in the line with community income. Our services aim all level of income.