



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**QUEEN LAUNDRY SERVICES**

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Perakaunan** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, Cik Chang Yin Cheng di telefon 016-839-9921 sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

## "BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar

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## **INTRODUCTION TO BUSINESS**

### **NAME OF THE COMPANY**

Our company name is “Queen Laundry”. Queen can be derived in many different meaning. Firstly, queen is a woman who rules the country, who inherits her position by right of birth. For example, the Queen of England, Queen Elizabeth II. In the chess game, queen is the most powerful chess piece, who is able to move in any direction over any number of empty squares in a straight line. We chose to put the word ‘Queen’ as our company names because the members of this business plan are all women. Laundry is the business that we want to do.

### **NATURE OF BUSINESS**

We had chosen partnership as the nature of our business. The relationship between partners is based on professional ethics. This will ensure that all partners are active and together in developing the business. Queen Laundry is wholly owned by four entrepreneurship. Queen laundry services are seen as a viable solution when you do not have the time or the desire to do your laundry at home.

We provide our customers with the best quality services based on experience on managing business, dealing with customers and fulfill all the demands. We also do delivery for customers that can't come to our shop to get their belongings. Our motive to do this business are to offers specialty services to clean items that require more attention because of the delicate nature of the fabric.

We want to help you in doing one of your house chores especially for a career woman who does not have time to do such thing at home. The demands for the laundry nowadays are quite high from day to day and we should grab the opportunity by setting up a laundry business with a very reasonable price.



## **LOCATION OF THE BUSINESS**

Queen Laundry will be located at No. 20, Ground Floor, The Hub @ Matang, JalanMatang, 93050 Kuching, Sarawak. We have chosen to operate our business at The Hub @ Matang because the populations of people living around there are higher than other places and JalanMatang is the focal point for residents of Kuching.

## **DATE OF BUSINESS COMMENCEMENT**

After an agreement of all members, we have chosen to operate our business on 1<sup>st</sup> January 2016. We have coming to an agreement to starting the business on that date after consulting on each of team members.

## **FACTORS IN SELECTED PROPOSED BUSINESS**

We intend to open a laundry business because there is a high demand in laundry services nowadays. There is not so many people do delivery and manual cleaning of laundry at JalanMatang. Besides that, the location of our business has strengthened our decision to open the laundry services at that place.

## **FACTORS PROSPECTS OF THE BUSINESS**

In the future, we want this business will be known all around Kuching that offers an affordable prices and the best services. By providing a great services and reasonable price for our customers, we believe that we will have our own regular customers every day. Besides that, we also plan to expand our business throughout Sarawak if there is more demand from the customers. In shaa Allah, we will expand throughout Malaysia too.