



ابو یوسف مرستی، بلکنو لوی بی، یامرار
UNIVERSITI
TEKNOLOGI
MARA



MASTER CLEAN LAUNDRY

(ENT 300)

FUNDAMENTALS OF ENTREPRENEURSHIP

DIPLOMA IN PLANTING INDUSTRY
FACULTY OF PLANTATION MANAGEMENT
AND AGROTECHNOLOGY
UNIVERSITI TEKNOLOGI MARA
BRANCH SARAWAK, CAMPUS SAMARAHAN

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Sir,
Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ETR 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



(SITI RAFEDAH BINTI ROSILI)
General Manager,
Master Clean Laundry

TABLE OF CONTENT

ITEM	PAGE
1.0 Introduction	1
1.1 Name of the business	1
1.2 Nature of business	1
1.3 Industry profile	1
1.4 Location of business	1
1.5 Date of the business commencement	1
1.6 Factor in selecting the proposed business	2
1.7 Future prospects of the business	2
2.0 Goals of the organization	3
2.1 Vision	3
2.2 Mission	3
2.3 Objectives	3
3.0 Purposes of business plan	4 – 5
4.0 Company background	6
5.0 Logo and Motto	7
6.0 Shareholders background profile	8 – 13
7.0 Location of business	14
7.1 Factors in selecting location	14
7.2 Physical location of the project	15
7.3 Basic amenities	16
8.0 Marketing Plan	17
8.1 Introduction	17
8.2 Objectives	17
8.3 Target Market	18
8.4 Market size	19 – 20
8.5 Competition	21
8.6 Market share	22 – 23
8.7 Sales forecast	24
8.8 Market strategies	25 -28
8.9 Marketing budget	29
9.0 Operation Plan	30
9.1 Introduction	30
9.2 Goals and objectives	31
9.3 Operation executive function	31
9.4 Organizational chart	32
9.5 Operation Hours	33
9.6 Business Hours	34
9.7 Manpower Planning	35
9.8 Job description	36

1.0 INTRODUCTION

1.1 Name of the company

Master Clean Laundry.

1.2 Nature of business

Basically our organisation is focusing in providing laundry and garment alteration services for the Kota Samarahan people.

1.3 Industry profile

Our business is owned actively by partnership, incorporated as a Master Clean Laundry. Our organisation lead by a small team of talented professionals armed with extensive experience, dedications and confidences. Our target market are student UiTM, student UNIMAS and people at Kota Samarahan area. So, we decided to carry out our business in order to reduce their energy and time to do their laundry. At the same time, we focus to provide high quality service and make the customer satisfied with our service.

1.4 Location of the business

Our company located at Lot 2631, Parcel 41, Jalan Datuk Mohd Musa, Desallmu, 94300 Kota Samarahan, Sarawak.

1.5 Date of the business commencement

We agreed that Master Clean Laundry will begin its operation on 1st May 2016.

2.0 GOALS OF THE ORGANIZATION

2.1 Vision

To become your trusted and laundry service provider in Kota Samarahan.

2.2 Mission

To provide finest quality dry cleaning and laundry services to our customers.

2.3 Objective

1. To provide laundry and garment alteration services for customers in the Kota Samarahan area.
2. To use our laundry as a tool to reduce the working hour of people in Kota Samarahan.
3. To gain as much as possible a permanent customer.
4. To provide the customer with a high quality service, therefore they will only use our service if they are entirely satisfied.
5. The hour of operation must be convenient and service completion must be timely in order that customers are not harried after long day working.
6. To thank each customer for the opportunity to serve them