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UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

EZ LAUNDRY

Faculty : **BUSINESS MANAGEMENT**
Program : **OFFICE SYSTEM MANAGEMENT**
Program Code : **BA232**
Course : **PRINCIPLES OF ENTREPRENEURSHIP**
Course Code : **ENT530**
Semester : **3**
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done!

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1. EXECUTIVE SUMMARY

EZ Laundry is a start-up laundry business establishment located in Kota Bharu, Kelantan. Our business is from the combination of the partnership with five people, it has been agree by all of partners. EZ Laundry objective is to provide best service to the customer. Example of service that we provide are washing fabric, clothes drying services, clothes ironing services and cloth folding services. Our company plans to build a strong market position in the city, due to the partners industry experience and mild competitive climate in the area. Our target market are working people in Kota Bharu and Mara University of Technology (UiTM) Kota Bharu students.

We will provide services that is different from another laundry in Kota Bharu. Our company have five employees which is general manager, marketing manager, operation manager, financial manager and administration manager. The customer can choose either they want our staff to help them or they want to do it alone. Our profitability for year 1 are RM8,848, year 2 are RM14,423 and year 3 are RM24,567.

2. COMPANY PROFILE

2.1 DETAIL OF COMPANY AND LOGO

- **Detail of Company**

Name Of Business	Ez Laundry
Co-Owners	Nur Ain Najiha, Nursyazana, Nur Amimi, Alif Sulaiman, Iffah Farzana
Address	Pt 490 Ground Floor Lembah Sireh, 15050 Kota Bharu, Kelantan.
Telephone Number	09-3124444
Email Address	ezlaundry@gmail.com.my
Website	www.ezlaundry.com

- **Description Of Business**

Our business will provide the best service for customers like washing fabric, clothes drying services, clothes ironing services and clothes folding services. The business attracts the customer with the unique concept because the laundry provide massage chair, waiting area, wifi and vending machine for customer. The customers can relax at the massage chair and surfing internet while waiting for the clothes to be done.

- **Financing**

For our business start up, we had contribute RM6000 per person and make loan as much as RM170,000 with bank. This capital will cover our expenses for this laundry. Example like washing machine, dryer machine, coin changer, iron, table, massage chair, vending machine and so on.

This report is confidential and is the property of the co-owners listed above. It is intended for use only by the persons to whom it is transmitted and any reproduction or divulgence of any of its contents without the prior written consent of the company is prohibited.

- **Logo**



- **Vision**

To be the leading and established brand in the innovative laundry business solution in Malaysia.

Mission:

- Provide quality, fast and flexible services to achieve the level of satisfaction.
- To provide convenient, clean and friendly laundry services.
- To be the centre of excellence for laundry industry.