



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ETR300 FUNDAMENTAL ENTREPRENEURSHIP

**FACULTY ART AND DESIGN
DEPARTMENT IN FINE ART**

SYILING LAUNDRY

STUDENT NAME

MATRIX NUMBER

ROSTIYATI GUNSIM

2010321775

JOSE JACQUALIND LODUMA

2010194319

ANNIE JENNILYN RIKAM

2010366843

SUBMITTED

27 SEPTEMBER 2012



ISO 9001:2008



KLR 0500123



Surat Kami : 100-UiTMKS (HEA. 30/7)

Tarikh : 12 September 2012

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

BIL. NO. PELAJAR NAMA PELAJAR

- | | | |
|----|------------|------------------------|
| 1. | 2010321775 | ROSTIYATI GUNSIM |
| 2. | 2010194319 | JOSE JACQUALIND LODUMA |
| 3. | 2010366843 | ANNIE SENNILYN RIKAM |

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Seni Halus** untuk membuat satu kertas projek bagi kursus **ETR300 (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, **Encik Abang Hamizan** 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

SADIT BIN TAHA
Pegawai Eksekutif,
Bahagian Hal Ehwal Akademik
bp Rektor



jk

TABLE OF CONTENT

ITEMS	PAGE
GENERAL MANAGER	1
INTRODUCTION/SUBMISSION	3-4
ACKNOWLEDGEMENT	5
LETTER AGREEMENT	6-8
EXECUTIVE SUMMARY	
<ul style="list-style-type: none"> • NAME OF BUSSINESS • NATURE OF BUSSINES • COMPANY MISSION • COMPANY VISION • FUTURE PLAN • PURPOSE 	9-11
BACKGROUD COMPANY	12
BACKGROUND THE OWNER	13-15
COMPANY LOGO	16
LOCATION COMPANY	17
MARKETING PLAN	18
INTRODUCTION	19
MARKET ANALYSIS	20
MARKET OBJECTIVES	21
PRODUCT THE SCRIPTON	22
TARGET MARKET	23
MARKET SEGMENTATION	24
MARKET SIZE	25
COMPETITIORS	26
MARKET SHARE	27-29
SALES FORECAST	30-32
MARKET STRATEGIES	33
PRODUCT SERVICE	
<ul style="list-style-type: none"> • STRATEGIES • PRICING STRATEGIES • PLACE/DISTRUBITION STRATEGY • PROMOTION 	34-37
MARKET BUDGET	38

EXECUTIVE SUMMARY

The Syiling Laundry Company is produces Washing Machine. The company located in, Dewan Makan Mulu,University Technology Mara.94300 Kota Samarahan, Sarawak.

The main our service for this Syiling Laundry. There are only have one service. Other local laundry in local market basically offer the same thing to people but in our shop we provide special laundry hand made by our shop itself.

Thus, we have decided to capitalize on this situation by offering something new. At our syiling laundry, Usually if people in Samarahan want to have a good service laundry, they just could simply go to Zaza laundry , Kolej UiTM but in The Prince Coffee House we provide the selservice.

NAME OF BUSSINESS

The name of our business is SYILING LAUNDRY. The SYILING name has been chosen by based on our service that we use a self service laundry. From the shared idea of all the members, we present the word “ SYILING LAUNDRY” which can attract people outside that admire self-service laundry style to came to our place.

NATURE OF BUSSINESS

Our business mainly focus on the washing machine as our strength product. We provide one product is syiling washing machine. Beside that, while customer waiting the machine done wash, they can go dewan makan surf internet , watching televisyen and eat at near our company.

MARKETING PLAN

INTRODUCTION

Marketing defined as the activities that are carried out systematically to encourage and increase use of our service laundry as long as the activities are in line with religious and ethical practices. The first purpose for a marketing plan is to communicate to someone that you've given thought to the marketing strategies you're going to be employing and understand the market you're going to be participating in. The second purpose of a marketing plan is to guide executing your marketing activities. It includes both elements of strategy as well as tactics.

The principal task of the marketing function operating under marketing concept is not to manipulate customers to do what suits the interest of our business, but rather to find effective and efficient means of making the business do what suits the interest of customer.

We are looking to systematic effort, resources as time, money and manpower to perform well in business. Through a good marketing plan we can overcome this circumstance. By the same time we also need to look into such as location, business conception and promotion and relates all there to each other to develop a successful marketing plan.