

TABLE OF CONTENT

PAGE

I COVER LETTER

- MEDEC Letter 1
- Submission Letter ii
- Preface iv
- Acknowledgement v

II COVER PAGE vi

III EXECUTIVE SUMMARY vii

1.0 INTRODUCTION 1

- Logo 3
- Partnership agreement 6

2.0 PURPOSES 10

3.0 INDUSTRY ANALYSIS 12

4.0 DECEPTION OF VENTURE 14

5.0 BACK GROUND OF ENTREPRENEURS 15

6.0 LOCATION AND PHYSICAL FACILITIES

- Location Map 20
- Location and Direction Map to Bandar Laguna Merbok 22
- Site Plan 24

7.0 ORGANIZATION PLAN

- Organization Chart 25
- Introduction 26

7.1 MISSION, OBJECTIVE AND ORGANIZATION 27

ACHIEVEMENT

7.2 OFFICE LAYOUT 29

7.3 JOB DECEPTION 30

7.5 SCHEDULE – NUMBERS OF WOKERS 36

7.6 REMUNARATION TABLE 37

7.7 LIST OF OFFICE FURNITURE, FIXTURES AND 38 FITTINGS

7.8	OTHER BENEFITS AND INSENTIVE PREPARED FOR THE WOKERS	39
7.9	SCHDULE – ADMINISTRATION EXPENSES	41
8.0	MARKETING PLAN	43
	□ Introduction	
	□ Marketing Objective	
8.1	PATTERN OF MARKETING AND SERVICE	44
8.2	MARKETING TARGET	46
8.3	TARGET CUSTOMER	47
8.4	MARKET SIZE	47
8.5	MARKETING STRATEGY	52
8.6	MARKETING SHARE	
	□ Marketing Share Before The Existing Of De Lima Launderette Center	54
	□ Marketing Share After The Existing Of De Lima Launderette Center	58
8.7	COMPETITORS	63
8.8	SALES FORECAST	68
8.9	PROMOTION STRATEGY	70
8.10	BUDGET FOR THE PROMOTION	72
8.11	PROMOTION EXPENSES	73
9.0	OPERATION PLAN	
9.1	INTORDUCTION	74
9.2	OPERATION OBJECTIVE	76
9.3	OPERATION STRATEGY	77
9.4	PERQUISITE FOR WOKERS	78
9.5	PERQUISITE AN INCENTIVE FOR WOKERS	79
9.6	THE LIST OF RAW MATERIAL	80
9.7	ESTIMATE COST OF RAW MATERIALS (first year)	81
9.8	ESTIMATE COST OF RAW MATERIAL (2 nd and 3 rd year)	82
9.9	OPERATION EXPENSES	83



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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN
Koordinator
b/p. Provos

EXECUTIVE SUMMARY

De Lima Launderette Centre is proudly to serve a commercial and self-service laundry services. De Lima Launderette Centre is committed in providing a clean and safe environment to do laundry. With the 5 terms i.e. competence, hygienic, fast, easy and friendly makes De Lima Launderette Centre differ from other laundry services.

De Lima Launderette Centre has 8 washers and 8 dryers and takes around 25 minutes for washers and dryers are 16 minutes per cycle. You as a customer, can either bring your own washing powder or can get it from De Lima Launderette Centre counters since there are dispensers in the launderette.

De Lima Launderette Centre will be operated on 1st January 2005 in the form of Partnership Company between 5 persons. They are Hazliza Ismail (as a General Manager), Raudzoh Wardah Mahmud (as an Administration Manager), Emma Koreensya Hazizi (as a Marketing Manager), Noor Hasnah Ishak (as a Operation Manager), and Norjihhan Abdul Wahab (as a Financial Manager).

De Lima Launderette Centre is conveniently located in the Business Park at Lot 205, Business Park, Bandar Laguna Merbok, 08000 Sg. Petani, Kedah Darul Aman. We are very sure that the location is very strategic since Bandar Laguna Merbok will be self-sufficient township with residential, commercial, leisure and industrial units. Therefore, we believe that we can exploit this business venture.

In term of marketing, the business that will be implement will help all stages of people to deal with their clothes. The main purpose of De Lima Launderette Centre is to provide a service which is called "Do It Yourself" or in short is D.I.Y.

D.I.Y. concept is a self-service concept, whereby the customer can wash and dry their clothes themselves just based on the direction given. Once the customer switch into De Lima Launderette Centre, they will first meet our friendly staff in the counter corner.

We will operate the washer machine by using the computer technical, which will connect with the washer machine. After that, they can do pressing with another reasonable charge.

Besides our main purposes that is D.I.Y., we also operates normal laundry service. Here, De Lima Launderette Centre will do your washing and drying whilst you go shopping or work. Apart from that, we also provide facilities to a bigger party that is hotel and restaurant. The workers of the particular hotel and restaurant will send the dirty cloth. For instance, bed sheet, tablecloth, and curtain or even their uniform to De Lima Launderette Centre.

With this operation, it will give us a big chance of business and we can obtain a maximum profit. We also confidently sure that we can maintain and increase the profit and at the same time to full fill the desire of the customers.

In the term of operation plan, De Lima Launderette Centre will be operating 12 hours per day and 6 days per week. De Lima Launderette Centre will start the operation hours from 8.00 a.m. to 8.00 p.m. on Saturday to Wednesday. On Thursday, the working hours is from 8.00 a.m. to 4.00 p.m. Some of the objectives of operation plan is to make trading with De Lima Launderette Centre a pleasant and easy experience and at all times display an eagerness to render service within scope of Company Policy. The policy is to encourage and train our staff to display courtesy, cheerfulness, conscientiousness, competence and concentration on Customer's needs. In operation, there are 3 workers works under Operation Manager.

For financial plan, there are some objectives have to be obtaining by De Lima Launderette Centre. The objectives are to know the capital and expenses of the business, to make conscientious budget to avoid misspend and plans to gain maximum profit with minimum cost.