



اَوْنِيُوْرْسِيْتِي تِي كِنُوْلُو كِي مَارَا
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"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar


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CONTENT	PAGE
<ul style="list-style-type: none"> ▪ Submission Letter ▪ Acknowledgment 	<p>-</p> <p>-</p>
<ul style="list-style-type: none"> ▪ BUSINESS'S GENERAL PLAN <p>1.1 Executive Summary</p> <p>1.2 Introduction to Business Plan</p> <p>1.3 Business's Logo</p> <p>1.4 Purpose of Business Plan</p> <p>1.5 Business Background</p> <p>1.6 Partnership Profile</p> <p>1.7 Partnership Agreement</p>	<p>1</p> <p>2-5</p> <p>6</p> <p>7</p> <p>8</p> <p>9-13</p> <p>14-16</p>
<ul style="list-style-type: none"> ▪ MARKETING PLAN <p>2.1 Introduction To Marketing Plan</p> <p>2.2 Marketing Objectives</p> <p>2.3 Service Description</p> <p>2.4 Target Market</p> <p>2.5 Market Size</p> <p>2.6 List Of Competitors</p> <p>2.7 Market Share</p> <p>2.8 Sales Forecast</p> <p>2.9 Marketing Strategy</p> <p>2.10 Marketing Budget</p>	<p>17</p> <p>18</p> <p>18-19</p> <p>19</p> <p>20</p> <p>20</p> <p>21-22</p> <p>23</p> <p>24-30</p> <p>31</p>
<ul style="list-style-type: none"> ▪ OPERATIONAL PLAN <p>3.1 Introduction</p> <p>3.2 Objective of Operational Plan</p> <p>3.3 List of Operational Personnel</p> <p>3.4 Flowchart Process</p> <p>3.5 Business & Operation Hours</p> <p>3.6 Operational Layout</p> <p>3.7 Carwash Furniture and Fitting Budget</p> <p>3.8 Carwash Machinery and Equipment Budget</p> <p>3.9 Raw Materials Requirement (Monthly)</p> <p>3.10 Other Expenses and Miscellaneous Budget</p> <p>3.11 Transportation (Cash)</p> <p>3.12 Fuel and Maintenance (Monthly)</p> <p>3.13 Schedule of Remuneration</p> <p>3.14 Renovation Cost</p> <p>3.15 List of Supplier</p> <p>3.16 Material Forecast</p> <p>3.17 Project Implementation Schedule</p> <p>3.18 Operational Budget</p>	<p>32</p> <p>33</p> <p>34</p> <p>35-39</p> <p>40</p> <p>41-42</p> <p>43</p> <p>43</p> <p>44</p> <p>44</p> <p>45</p> <p>45</p> <p>45</p> <p>46</p> <p>46</p> <p>47</p> <p>48</p> <p>48</p>

1.1 EXECUTIVE SUMMARY

Our company name is Bubble Scrub Carwash. This business has been decided on a form of partnership, which consists of five members. Each member will contribute certain amount of capital for the success of this carwash. We also decided that our business will operate at Petra Jaya, commercial centre, Kuching, Sarawak and fully operate on the 1st of January 2015.

Our main business activity is to provide a convenient service to the residence around Petra Jaya, commercial center with our wide range of offered services to the customers. The aim for this company is to create a good carwash services experience for individuals which also includes a good customer service when handling the customers car with handle and care.

All the partners are encouraged and entitled to provide their full time commitment to the services in the business management. We have agreed that **Nurfarahin Binti Hamzaini** will be the General Manager, **Aiman-Rasyid Bin Nizam** will be the Administrative Manager, while **Nurhisyam Bin Wahid** will be our Marketing Manager, **Mohd Dzulkarnain Bin Shazali** will be our Operation Manager, and **Khairul Ikhwan Bin Abdul Rahman** has been appointed as our Financial Manager.

The business will be led by the General Manager and supported by the other managers. The **General Manager** is responsible for planning, organizing, leading as well as controlling all the business activities. The **Administrative Manager** is responsible for the entire job relating to business administrative such as ensure the facilities are equipped with the suppliers and services needed. The **Marketing Manager** is responsible for the marketing plan such as identify the potential markets, develop pricing strategies and develop sales forecast. The **Operational Manager** is responsible for developing and analyzing information to assess the current and future financial status of the business and evaluate data pertaining to costs in order to preparing budgets.

1.2 INTRODUCTION TO BUSINESS PLAN

NAME OF BUSINESS

We have decided to name our company as **BUBBLE SCRUB CARWASH** where it is clearly about our nature of business. It resembles what our company is about and we are sure that anyone will understand our concept of business by just referring to our company's name. The word "Bubble" refers to the foams when we wash customer's cars and it will be so clean and shiny after a good carwash, whereas the word "Scrub" represents the scrubbing action to eliminate the unnecessary dirt that is hard to wash. The summary of our Bubble Scrub Carwash is that, in our carwash business, there are a variety of services that customer can choose and it provides an affordable price for anybody with different financial status.

NATURE OF BUSINESS

Our nature of business is categorized to be in the carwash industry. The carwash services is invented so that people with no time to handle their own cars can just send their car to the shop and pay others to wash their cars.

INDUSTRY PROFILE

The main reason of the establishment of Bubble Scrub Carwash is because the awareness of our partners about the economic issue now that the prices of the materials are marked up and everything is in higher demand. Thus, that is why we have decided to start a business that can make a good profit and at the same we can contribute to the community. Besides that, this business has a higher demand due to the fact that the competitors in this area are less. When customers send their car to our carwash centre, they can relax in our waiting room or even relax at the nearest café and fill their tummies with foods. With this convenience to our customer, they can feel comfortable with our strategic location and its environment. This will result in a good business and keeping with this positive reviews and attitude towards the work and customers, it will lead this business to be more successful and get ready to overcome our future competitors in the business world today.

Upbringing Malaysian has developed the needs of more than 1 car at their home due to the demand of economic impact in the world today. Some car owners cannot afford to wash their cars at once because of their work life and social life. Time is very precious for this working employee and the priority to wash their cars are not in the list. These employees will just try to find an easier alternative for this problem and with the existence of the carwash center, they can just send it and it will take a few minutes of their time for washing, cleaning, and drying their cars.