



اَوْنِفُورِيسِيْتِي تِيكِنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300
Business Plan Report

Group Name: Da-Bomb Awes

Members:

Name	Student ID	Group
NOR ASZREEYN BT NORIZAN	2017628608	EH110 1A
MUHAMAD NOR AMIRUL BIN MD. NOR HALIZI	2017490868	EH110 1A
SITI HALWA BINTI OTHMAN	2017628528	EH110 1A
MUHAMAD RIFA'IE BIN NORAMAN	2017628452	EH110 1A

Pensyarah:
Madam Siti Mardinah

UiTM Kampus Samarahan

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Executive Summary

We chose this business plan because the requirement is not as high as other business plan. Cleaning utilities are easy to be found and cheaper than other utilities such as cooking utilities which cost higher. As an example, a vacuum could only cost about RM300 per unit which we only need to buy once. But if we open up food service we have to buy raw materials to cook which we have to renew every time run out of stock or if it is out of date which will cost more because we need to buy it more than just once. As for the location to operate this service, we can only make our home as the office and the place to keep all of the appliances for cleaning. This is another reason for us to not deduct any amount of money from our monthly profit or to sum it up, this business is really good to go as it is requiring less modal to start and the profit that we will gain will be more than the modal that we had invested.

In a nutshell, the factors that are also affected the selection process are includes the potential of the business to growth in this modernization day, has the least competition among the other businesses, has a good fit between entrepreneur and opportunity, has a competitive advantage to survive for a long period of time throughout the business period, workable and efficient business to run around the hostel areas and last but not least, this room cleaning service concept are not against the norms and values of the community to ensure the reliable of the business between the entrepreneurs and the consumers.

Introduction

In the globalization era, business activity is one of the successful profession which has dominated others profession and forced to push through their limits to be on the same level as them. Business is a profession of whom entrepreneurs, provide products or services to their market target who is customer in order to fulfil their demands in needs and wants. In our country, Malaysia, there are many well-known and successful entrepreneurs who we could take examples of them as motivation to generate ideas for the new age of business that we can actually operate these days as a key to compete with supreme entrepreneurs in their war. Dato' Syed Mokhtar Al Bukhary, Dato' Jimmy Choo, Dato' Aliff Syukri and many more are the examples of entrepreneurs who have succeed to open their own path of ways to step up into the light of excellence in business activity.

Da-Bomb Awes was established in 2018 by young founders who wished to achieve a point to become successful entrepreneurs in the new age of modern world. Da-Bomb Awes got its name with the word 'Bomb' and 'Awes' which means we are going to explode the dust into cleanliness at low price, leads to awesomeness. Da-Bomb Awes was introduced to the new age of modern world with noble purpose to eliminate the dust as our enemy and create a comfortable-clean environment at the same time to reduce pollutions against the nature. Have you ever heard of wrath of Mother Nature? Humanity is given the responsibility to take care of it, otherwise, the nature itself will going to take care of themselves by destroying those viruses on its land. Hence, we, Da-Bomb Awes, the broom warriors are ready to lead every single humanity to come together to join the force of taking care of the environment.

Our cleaning service is build based on our own opinion as a student, by thinking what do we need, what do we want but it is not provided in this campus. This dorm cleaning service is inspired by private universities who provide room cleaning service for their student every week. Most of the private universities are providing these kind of services because they want to keep the image of particular universities. Cleanliness can show a positive vibe to the community. Thus, why do not we apply it to our own beloved campus in order to increase the positive vibes as it will attract more students for further studies.

Da-Bomb Awes consists of four members; Nor Aszreeyn Binti Norizan, Siti Halwa Binti Othman, Muhamad Rifa'ie Bin Noraman and Muhamad Nor Amirul Bin Md Nor Halizi. These young members wished to achieve a turning point of life to be on the same level as other successful entrepreneurs. There are few well-known entrepreneurs who have presented our country, Malaysia in many different type of business such as Dato' Syed Mokhtar Al Bukhary, Jimmy Choo, Dato' Seri Vida , Noor Neelofa Mohd Noor and more. With this brilliant business ideas, we believe that we can achieve our dream.

Purpose/s

Our business is build based on observing students' problems. Students are our priority to give them such helping hands towards comfortability in life. Comfortable atmosphere will naturally give us such a drive as boosting our hormones to continue in doing daily routines happily. Da-Bomb Awes was invented, filled with ideas to help the students to achieve cleanliness especially their dormitories. Totally, we are not just goons for hire but we are the experts for cleaning tasks.

Our service is providing students an alternative path to keep their dormitories clean with only few simple procedures. We do know that, students does not have enough time to clean their rooms due to their packed schedules especially those final years students who have been assigned for projects and other assignments. Thus, all these fusses can be solved by Da-Bomb Awes. Da-Bomb Awes consists of crews who have been trained well to proceed with the cleaning procedures in order to help customers' demand reach its maximum level of satisfaction. The equipment used in the cleaning process are good in quality with the probability of making cleaning process to succeed at high percentage.

Besides that, the purpose of cleaning students' dormitories is to prevent any small accident such as tripping over loose objects on the floors or any misplace items. With the help of our service, we can ensure that these types of small accidents which eventually can lead towards injuries to be minimized immediately. Although this effort requires a great deal of management and planning, the benefits are many.

Furthermore, the service of dormitories cleaning will improve the effectiveness of use space provided in the particular rooms. A better space condition will lead to a better hygienic condition leading to improved health. If the spaces are not enough, dusts and stains or impurities are hiding and will be harder to be detected as it must be eliminated to ensure a clean environment. Hence, if the spaces are bigger, it is much easier to get it clean.

Poor cleaning can frequently contribute to accidents by hiding hazards that cause injuries. If the sight of paper, debris, clutter and spills is accepted as normal, then other more serious health and safety hazards may be taken for granted. Dormitories cleaning is not just cleanliness. It includes keeping the particular areas neat and orderly; maintaining halls and floors free of slip and trip hazards; and removing of waste materials such as papers, tins and etc. and other fire hazards in the rooms.