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We pick it up. We wash it.  
We fold it.  
We drop it off!!!



## EXECUTIVE SUMMARY

Wishy Washy Company is a new company that currently operating in Sabah, Malaysia particularly in Alamesra, Kota Kinabalu. Our business is registered by the name Wishy Washy to symbolize that our company provides the laundry service. It is different from the existing ones because we also provide foods and drinks to the customer while waiting for their clothes to be ready. The Wishy Washy Company is formed with the help by the partners, whom are;

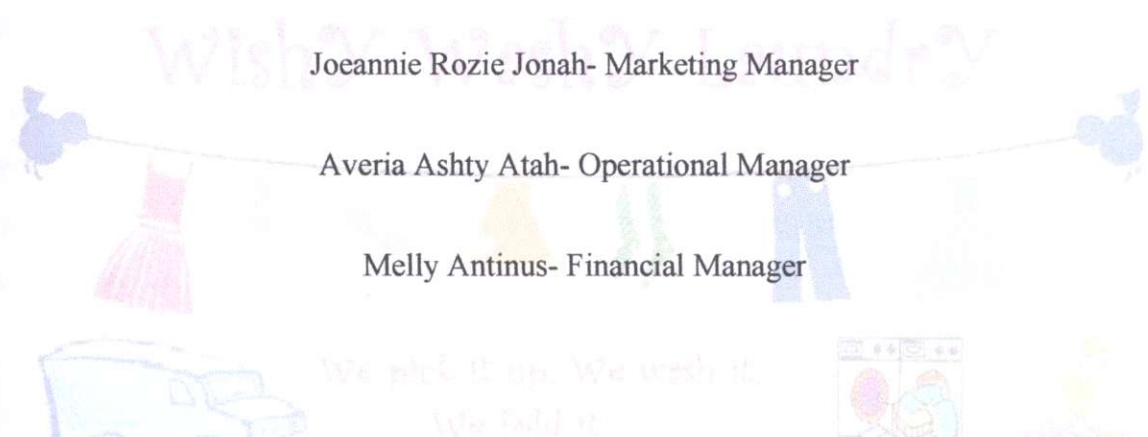
Syamin Afikah Jamaludin- General Manager

Sheira Shaffina Binti Joulaini- Administration Manager

Joeannie Rozie Jonah- Marketing Manager

Averia Ashty Atah- Operational Manager

Melly Antinus- Financial Manager



As for the business, we invest a capital in total of RM100 000 with the contribution of each partners. We have a total of 5 workers which are General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager.

Our target market are the students, workers, citizens and hotel/motel who have no time to wash their laundry, and they can just send their clothes to our laundry.

Business plan is important to all entrepreneurs for future preparation and developments. The content of our business plan consists of admin budget, operational budget, financial budget and marketing budget

## 1.0 INTRODUCTION.

Wishy Washy Company is a new company focusing on doing laundry services situated in Alamesra. Our expectancy for this business is to capture new customers from different stages such as students, workers, any agencies and many more.

We provide laundry service because we understand that some people are busy until they barely have time to wash their laundry. Our laundry provide the pick-up and delivery service so the customer can feel at ease. We try to compete with other competitors as we think that a good competition can improve our business well in the future.





## 1.2 PURPOSES OF THE BUSINESS PLAN.

Basically, this business plan was prepared with a certain purposes. Below are the main purposes of business plan.

- As important piece of document that provide guidance among the partners, suppliers, customers, investors, and business owners.

Business plan is important as it provides the long-term planning of a company, without a good business plan, to avoid misunderstanding among all parties involved.

- To attract bankers

Business plan is prepared so that the loan-bankers can provide us loan, which means so that they know whether it is good or not to invest in our company.



We stick it on. We wash it.  
We fold it.  
We drop it off!!!

