



اوتنو سني تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

REPORT OF BUSINESS PLAN



YAZ CABBY
LAUNDRY & CAFÉ SERVICES

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCES (CS143)
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COVER LETTER

ENT300 Students,
Diploma in Mathematical Sciences,
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Miss Siti Nordiyana Binti Isahak,
Lecturer of Fundamental of Entrepreneurship (ENT300),
Faculty of Business Management,
Universiti Teknologi Mara Johor.

19 December 2017.

Miss,

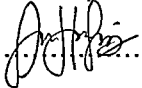
SUBMISSION OF BUSINESS PLAN PROPOSAL

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

2. This business plan is focusing on servicing laundry and café.
3. We had put our best commitment to complete this business plan according to the guideline and requirements given according to our subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operational and financial aspects.
4. We hope that this business plan will success according to our satisfaction. Any mistakes of lacking in any area falls on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank you.

Yours sincerely,


.....

(MUHAMMAD AIDIL HAFIZI BIN AHAMAD)
General Manager of YAZ CABBY

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strength and His blessing in completing this project report. This project report was prepared for subject Fundamental Entrepreneurship Study (ENT300), University Teknologi Mara.

Our first appreciation goes to Miss Siti Nordiyana binti Isahak, our lecturer for this project for giving us an opportunity to complete this business plan. It is an amazing opportunity for all of us to learn how to set up new business in the future.

Besides, we would like to thank Encik Shukri Yahya, the owner of Ezy Express Laundry for letting us to do some interview and visiting their laundry in Segamat, Johor for benchmarking.

Not to forget the full commitment and corporation from the whole team members in completing this business plan from beginning till the end. The journey we had together in order to complete this assignment is extremely amazing.

Last but not least, our deepest thanks to all of them that help us directly or indirectly to complete this assignment. Thank you for all your contribution and full support to us. Once again, thank you.

2.0 EXECUTIVE SUMMARY

YAZ CABBY is a brand-new service where the business is based on two main activities that is laundry cafe services. YAZ CABBY offer several types of products and services such as washing service, drying service and also food & beverages product.

YAZ CABBY provide more choices on those services that the customers want. For washing services, the business provides three washing modes which is cold, warm and hot washing with affordable price to ease the customers. Besides that, the business also provides various types of food according to the combo set which is Combo A, Combo B, Combo C, Combo D and Combo E. We provide more variety on foods & beverages so that it can satisfy the customer's taste.

There are many factors that make the people nowadays become very busy especially the housewives, workers and also students. In order to ease their burden, YAZ CABBY provides all of these services so that they don't have to take a long time to wash their clothes. At the same time, they can do other chores without interrupted by other problems like traffic jam, children, packed time and work. We believe that the business can run and last longer based on our target market and also our marketing strategies.