



**UNIVERSITI TEKNOLOGI MARA PERAK BRANCH**

**TAPAH CAMPUS**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**PROJECT: BUSINESS PLAN**



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## **EXECUTIVE SUMMARY**

Chillaundry is not the typical laundromat, self-service laundry which located at the town centre of Shah Alam, Selangor, Malaysia. In recent years, Malaysia has been seized by café frenzy. Almost every month, a brand-new café will open in a revamped old shop-lot and even new in Kuala Lumpur, Bangsar or Subang. But among the slew of those new cafe, we are stimulating new ideas and offering people with an unusual experience that goes beyond a great coffee café!

The concept was to combine laundry and socializing in a beautiful, cozy atmosphere where customers could eat, drink, read, wash and browse the Internet. Our laundry room café features huge, clean machines that wash quickly and dry faster, and staffs that focused on making the visit of the customer enjoyable. In addition, we also serve varieties of coffee and cakes from the menu such as Latte, Bisscoff Cheesecakes and other people's all-time favorite treats. We set out to be one of the photographed "faux-vintage & modern millennials " cafes, the theme of which is gray cement, bricks, metal and wood with a touch of greenery. Most of the furniture has been specifically designed by our own team.

Our Chillaundry Sdn. Bhd. organizations is a limited private company with an objective excessively to be in front of other contending laundry service shop in the area of customer service and quality of product. Encircled by a comfortable cozy hip atmosphere and served by friendly staff, clients are made to feel at ease as though they were sitting at home in their lounge. Our Chillaundry will try to maintain a high gross profit margin and reasonable operating expenses while meeting each customer expectation and needs throughout the year.

## 1.0 BUSINESS DESCRIPTION

- a) Name of the company - Chillaundry
- b) Factors in selecting the proposed business
- Financial factor – A few factors that were involved are the required amount to build the business, the areas to be invested in more as well as future investments and the revenue plan.
  - Promote sustainability – The products used are mainly sustainable and environmental free to promote eco-friendly lifestyles through laundry services and coffee.
  - Easy to market – Laundromats are always needed and coffee as well cakes are easy to mark because people are always interested in such products.
  - Access to customers – The owner has existing customers from her cafe that was opened before and is still running which is Pur Petit. Since this business is a joint laundromat and cafe, it can attract existing and new customers as well, making marketing a lot easier.
  - Quantity and quality of work – The laundromat is self-service, so most of the hands-on work will be done on the cafe in the laundromat itself. Most of time can be used to ensure good quality of products, operations and work.