



اوتنو سبتي تنيكنو لوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

## **3DA HOUSEKEEPING ARMY**

**PREPARED BY**

**FACULTY & PROGRAMME** : SCIENCES COMPUTER AND  
MATHEMATICS  
**SEMESTER** : SEPT 2017 JAN 2018  
**PROJECT TITLE** : BUSINESS PLAN OF 3DA HOUSEKEEPING  
ARMY  
**GROUP** : JCS1435A  
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**PREPARED FOR:**

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**SUBMISSION DATE:**

19 DECEMBER 2017

Nursahidah binti Ideris,  
General Manager of 3DA HOUSEKEEPING ARMY,  
No. 169, Jalan Bendahara  
75100 Melaka,

Financial Manager,  
Malayan Banking Berhad (Maybank),  
114 & 114A, Graha Peladang, Jalan Hang Tuah,  
75300 Melaka.

19 DECEMBER 2017

Sir/Madam,

BUSINESS LOAN APPLICATION

As the name mentions above, I am the General Manager of 3Da Housekeeping Army, I would like to apply for a business loan from your bank with the total amount of RM172,095. This amount is to buy truck.

2. our business is an operating business of housekeeping and laundry activity. This purpose of the business is to have our own office and open other branches around Johor, Melaka and Negeri Sembilan because in the these places have many chance to succeed in our business, also want to be a best cleaning service in Malaysia. In addition, it is to give the best services to all the customer in order to generate income and to ease the customer without going out to get the services and can save their time and cost.

3. Together with this, we attached business plan to let you know about the information in detail. We are very confident and spend a plenty time to read through it and take it for consideration. We hope you will consider our application and last but not least we would like to thank you for corporation.

Thank you,

Your truly,



Nursahidah binti Ideris  
General Manager of 3Da Housekeeping Army  
No. 169, Jalan Bendahara 75100 Melaka

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## EXECUTIVE SUMMARY

In preparing the research on the business opportunity available in No 16.9, Jalan Bendahara, Pengkalan Rama, 71500 Melaka., we decide to specify our business in service of housekeeping. We had come up with business plan partnership whereby our organization's name will be known as 3Da Housekeeping Army.

In order to establish the business plan, all aspects including the four major parts such as administrative, marketing, operational, and financial are seriously taken into consideration.

The administrative plan will tell about administrative objective, vision, mission, goals and organization. In addition, the responsibility, remuneration and administrative budget.

The marketing plan is carefully handled in order to maximum profit. This is very important because the factor of determine the percentage of profit and the allocation of market share in selling services which eventually effect both of them. As we know, our capital and estimate expenses correctly, we will success in presenting our profit and loss in our service.

For the operation plan, we will explain about operation objective, strategies which included short-term and long term strategies, and service that our company provide. Besides, operation plan also provide operation process, process flow chart, business hour and operation, material requirement, supplier and operation budget.

We sincerely hope that this guideline which is given to us will drive successfully and correct our mistakes. So that, we can try to improve and make our business accepted by all.