



UNIVERSITI TEKNOLOGI MARA
KAMPUS SAMARAHAN II

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

SERI KENYALANG LAUNDERETTE

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamental of Entrepreneurship)**.

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



SADIT BIN TAHA

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EXECUTIVE SUMMARY

The name of our company is SERI KENYALANG LAUNDERETTE, which comprises of five members to form a partnership. Each partner contributes a particular amount of capital as agreed in the contract. The major business activity is providing laundry services, in which consists of cleaning, drying, dry wash and ironing, as well as having a delivery service. The location of our premise is located within the Universiti Teknologi Malaysia (UiTM) Kampus Samarahan II. The main cause for choosing this location is to provide the community within the campus (students, lecturers, workers, etc.) the ease of laundry services. We will provide good quality and affordable laundry services to the students including the lecturers and the workers, as well as providing cleaner and better laundry experience.

There are no passive partners in this business and all of the partners are assigned with the respective business management posts. We had agreed to assigned Raphael Silek Bugie as the General Manager, Viviana Maliza anak Satin as the Marketing Manager, Tiffany anak Richat as the Operation Manager, Shaun Sampras anak Albert as the Administration Manager and Jerina anak Jamit as our Financial Manager. All of the partners were assigned based on their respective education qualification, experiences, skills and capabilities.

The management team will be headed by the General Manager, who is responsible in planning, leading, monitoring and organizing the business.

The Marketing Manager will be responsible to create the marketing plan and sales forecast, identifying the customers' needs and demand, as well as identifying the competitors, target market and market size.

The Operational Manager is responsible for the entire job which is connected to the operation of the business, such as supervising and coordinating the flow of business's operation.

SK1

INTRODUCTION TO BUSINESS PLAN

DESCRIPTION

SERI KENYALANG LAUNDERETTE is a partnership business which ventures and major with the laundry cleaning service, dry washing service, drying service, ironing service and delivery service. The description of each service is as follows:

- **Cleaning / Washing service** – This process involves conventional washing method (using water, detergent and softener) using washing machines.
- **Drying service** – This process involves drying using drying machines.
- **Dry washing service** – This process use steam to wash the laundry other than the conventional washing.
- **Ironing service** – This service is up to customers where the clothes will be iron.
- **Delivery service** – This service is also depending on customer's need. The customer will leave their name, phone number as well as their address (room number) for the delivery to and will be deliver in the specific time of the day.

NAME OF COMPANY

The name of our company is SERI KENYALANG LAUNDERETTE. The SERI KENYALANG refers to the place of interest, in which simultaneously as a show that our company is originated from Sarawak, with Sarawak known as the Land of Hornbills. The term LAUNDERETTE means the overall services we provided to our customers.

NATURE OF BUSINESS

As stated by the name itself, our company provides laundry services such as cleaning, drying, ironing and dry cleaning as well as delivery services, with it being a fully over-the-counter operated.

INDUSTRY PROFILE

SK1