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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF PUBLIC ADMINISTRATION AND  
SCIENCE POLICY**

**ENT 300**

**PURE WHITE LAUNDRY BUSINESS PLAN**

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## 1.1 EXECUTIVE SUMMARY

Our company's name is **Pure White Laundry**. The business consists of five members which in form of enterprise. Each partner contributes certain amount of capital as agreed in contract. The major business activity is laundry. Our concepts are collect and deliver from home to home. These concepts are established due to the modern-day style of living which the people in this worldwide become busier with their work and may not be able to do some house chores such as cleaning their own clothes and others. Our concept is also accurate and suitable with the campus ways of life which the student's time these days becomes more compact. Our business operation is open from 10 am until 9 pm every day and will be closed 24 hours on Thursday and public holiday.

There are no inactive partners and all are entitled to take part in the business management. We agreed that Veronica Nomie Scholer is our General Manager, Shirlina Lemuni Rechard is the Administration Manager, Melfacilynie Igo is the Operation Manager, Ellin Bemas Ringkang as Financial Manager and Chrissie Geraldyn Simeon as Marketing Manager. The selection of General Manager is based on agreement between all the partners and each of the managers are selected based on the experience, skills and ability.

The management team will be led by the General Manager and support by the other managers. The General Manager is responsible in planning, organizing, leading and controlling the business. The Administration Manager is accountable for the job that linked to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is in charge to the entire job that related to the operation and will be control and coordinate the operation of the business. The Marketing Manager will be responsible to construct the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be controlled the financial matters for instance preparing the budget and financial statement for operating expense of each departments and scheming the flow of the money of the organization.

### 1.3 AGREEMENT LETTER

This letter is written on 17 August 2011 according to the agreement that agree among the shareholders of PURE WHITE LAUNDRY.

#### TERMS AND CONDITIONS

1. The name of the business is **PURE WHITE LAUNDRY.**,
2. The contract will be effected on 1 November 2011
3. The position is as below:

GENERAL MANAGER	: VERONICA NOMIE SCHOLER
MARKETING MANAGER	: CHRISSIE GERALDYN SIMEON
OPERATION MANAGER	: MELFACILYNIE IGO
ADMINISTRATION MANAGER	: SHIRLINA LEMUNI RECHARD
FINANCIAL MANAGER	: ELLIN BEMAS RINGKANG

Each partner had agreed that;

- a) Veronica Nomie Scholer as General Manager with 20% shares.
- b) Chrissie Geraldyn Simeon as Marketing Manager with 20% shares.
- c) Melfacilynie Igo as Operation Manager with 20% shares.
- d) Shirlina Lemuni Rechard as Administrative Manager with 20% shares.
- e) Ellin Bemas Ringkang as a Financial Manager with 20% shares.

## **1.5 INTRODUCTION TO BUSINESS PLAN**

Pure White Laundry is a partnership business which ventures and major with the services of delivery laundry. The delivery laundry can be simplified in words as the collect and deliver the clothes and other materials (pants, jackets, blazers, curtain, mattress and etc.) to be washed until 99.8% clean. The business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the fairness and no one will be discriminate as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect alternative to be taken because the shareholders will always giving out ideas and knowledge in order to increase revenue and achieve high productivity time to time.

## **1.6 NAME OF THE COMPANY**

The name of our company is **PURE WHITE LAUNDRY**. We had chosen this name not intended to relate the name with the laundry activities but as expression of the customers after their purchasing our services. With the service of deliver washed clothes back with the clean one home to home plus the quality of services that we produce and easiness their dirty clothes to get cleaned, the customer will only able to respond with saying "it is really pure white".

## **1.7 NATURE OF BUSINESS**

In our business, we had chose laundry as the nature of the business. We provide washing, drying, ironing, and folding and delivery service. Our laundry services only specialize in cleaning of clothes, curtain and other materials such as jackets, blazers, mattress and others.