



اَوْنَبُو سَبِيْتِي تَبِكُو لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



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LAVADORA LAUNDRY

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EXECUTIVE SUMMARY

Lavadora is the name that has been chosen by the suggestion from one of the partners in this company. This name has been chosen based on the Spanish language which is laundry being translate to become Lavadora. Our business is a home laundry services. Our business also provide delivery services which you can call +6011 255 3333. Our business is located and operated at No.17, Desa Ilmu Commercial Centre, Jalan Datuk Mohammad Musa, 94300, Kota Samarahan Sarawak. Our business provide free detergent to the customer. Another special offers for the customers are, our business have membership cards, which is light blue is for women and dark blue is for men.

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NAME	DESIGNATION
Afifuddinfitri B. Zainuddin	General Manager
Dayang Nur Syaza Bt. Awang Jos	Marketing Manager
Nur Amanina Bt. Shamsulbahri	Operational Manager
Mohd. Azri B. Abd Manan	Financial Manager
Mohd. Khalid B. Mohd. Mahin	Administration Manager

NAME OF THE COMPANY

Lavadora is the name that has been chosen by the suggestion from one of the partners in this company. This name has been chosen based on the Spanish language. In English, we will use the word laundry while in Spanish, they will use the word Lavadora.

1.1.1 NATURE OF THE BUSINESS

Our nature of the business is partnership. Our company provide home laundry service. We want to produce different creativity than other company to attract the customers by doing the laundry at home. We will improve our business performance from zero to hero to compete with other laundry service.

1.1.2 INDUSTRY PROFILE

Since our business location is at the area of student hub, this business will attract the students, as well as the resident of Kota Samarahan. The population of Kota Samarahan is 157792 so this will help our business to be operated well. We hope that our business can compete with the existing laundry service.

6.2 Marketing Objective

Marketing objective is very important for the business plan. Therefore, we can conclude that there are five marketing objective in the business plan.

First marketing objective is to make the all the members of company to focus on what they want to achieve without any big loss occurs. So, the marketing manager will make the marketing plan. They will lay the profit target for their business. These matters to make them alert to not to be careless in order to achieve their profits.

Second marketing objective is to identify tools for the business for overcoming competitors. So, they will know what the customer want from them like what are they do not have in their business that other business have. In the other hand, the will try to improve their quality of services in order to fulfill the customer's needs.

Third marketing objective is to save the time and the cost for the business. As said on the first marketing strategies, the business must focus what they want to achieve. Once they focus, it will save the time and cost where by the business will not wasting the time and cost to fix the business just because suffered from the loss.

Fourth marketing strategies is to introduce the company advantage and what the others company may not have it. So, these matter will differentiate their business from the other business.

Fifth marketing strategies is to create the user choice. The customer has their right to choose what are the brand the they want to use which it give them a lot of advantages. So, a company of business must be able to come out a brand that are affordable for the customers.

The conclusion is, all of the five marketing strategies have been used for our business.