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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES STUDY

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP

DELUXE IRONING (DIR)

GROUP: AM1104C

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8 JUNE 2018

DELUXE IRONING SDN BHD BUSINESS PLAN PROPOSAL



TABLE OF CONTENTS

NO	Contents	Pages
1	ACKNOWLEDGEMENT	6
2	EXECUTIVE SUMMARY	7
3	1.0 GENERAL PLAN 1.1 INTRODUCTION OF BUSINESS PLAN 1.2 OBJECTIVE OF BUSINESS PLAN 1.3 PURPOSE OF BUSINESS PLAN 1.4 BUSINESS BACKGROUND 1.5 LOGO 1.6 BACKGROUND OF PARTNERS 1.7 PARTNERSHIP AGREEMENT	8 9-10 11 12 13 14 15-19 20-21
4	2.0 ADMINISTRATIVE PLAN 2.1 INTRODUCTION TO THE ORGANIZATION 2.2 ADDRESS 2.3 LOCATION PLAN 2.4 TYPE OF BUILDING AND INFRASTRUCTURE 2.5 BUSINESS VISION, MISSION, OBJECTIVE 2.6 ORGANIZATIONAL CHART 2.7 LIST OF ADMINISTRATIVE PERSONNEL 2.8 SCHEDULE TASKS AND RESPONSIBILITIES 2.9 SCHEDULE OF REMUNERATION 2.10 LIST OF OFFICE EQUIPMENT AND SUPPLIES A) LIST OF OFFICE FURNITURE AND FITTINGS B) LIST OF OFFICE EQUIPMENT C) LIST OF STATIONARY D) UTILITIES E) RENTAL F) DEPOSITS 2.11 ADMINISTRATIVE BUDGET	22 23 24 24-25 26 27 28 29 30-31 32-33 34 34 35 36 36 37 37 38-39
5	MARKETING PLAN 3.1 INTRODUCTION OF MARKETING PLAN 3.2 OBJECTIVES OF MARKETING PLAN 3.3 PRODUCT OR SERVICES DESCRIPTION 3.4 TARGET MARKET 3.5 DEMOGRAPHIC SEGMENTATION 3.6 MARKET SIZE 3.7 MAIN COMPETITORS 3.8 SALES FORECAST 3.9 MARKETING STRATEGIES A) SERVICE STRATEGIES B) PRICE STRATEGIES C) PROMOTION STRATEGIES	40 41-42 43 44-45 46-47 47 47-48 49 50 51 52 52 53



SUBMISSION LETTER

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Dear Madam,

RE: **Submission of the Business Plan**

As mentioned above, our partnership business has completed our project successfully on time and this booklet have been submitted for further evaluation and review as required in completing the ENT300 course.

DELUXE IRONING SDN BHD BUSINESS PLAN PROPOSAL



EXECUTIVE SUMMARY

Deluxe Ironing is our company named which provide ironing service. We want to introduce ironing service plus we also provide delivery service to our customers in Samarahan area.

Our business is in the form of partnership, which consists of 5 members. Our business will be full operate from January 2018. Our business will operate near the Aiman Mall, Kota Samarahan. As mentioned earlier, our partners are entitled to take part in the business management. We agreed to appoint each of the members as stated below.

NAME	POSITION
Elvis Chasel Anak Paling	General Manager
Erika Nillima Lidam	Administrative Manager
Nelson Meramat Anak Edward	Marketing Manager
Claudia Alfera Anak Bidit	Operational Manager
Marcheal Anak Satin	Financial Manager

Generally, the general manager is responsible to set the goals for the employees to follow as their guidelines for Deluxe Ironing. Financial manager is responsible to provide an interpretation of financial information and monitor the cash flow in Deluxe Ironing. Next, the operational manager deals with the business operation whereby they prepare the material that is needed during the business. The operational manager is responsible in improving the operational system, procedures and the policies to support the organization mission. Meanwhile, administrative manager deals with the recruiting, selecting, orienting and training of staff. Administrative manager also is responsible to ensure the effectiveness and the efficiency of the management. Lastly, marketing manager is responsible to manage all the marketing plans of Deluxe Ironing.



1.1 INTRODUCTION OF BUSINESS PLAN

Business plan is a written document prepared by organization management to summarize the marketing plan, operations plan, organizational plan and financial plan in order to create a business in the future.

NAME OF BUSINESS

Our company's name is **Deluxe ironing** which is clearly state the nature of our business. We choose this name as our business provides ironing service for residents in the Samarahan area. Our special additional service in this business is to provide delivery service to the customers.

NATURE OF BUSINESS

Our nature of business is related to ironing service. As we know, ironing service is rarely found in Samarahan area. Not only that, ironing service that has a delivery service is very difficult to be found in Samarahan area. This is because the most famous business in Samarahan area is laundry service. Only some of this laundry service provide ironing service but with limited space for the customers to iron their clothes after they had washed their clothes. Besides that, some of the residents especially students from University Technology Mara and University Malaysia Sarawak did not have their own iron in the hostel. Therefore, we had come out with our own idea to create a business that is ironing service that provides a bigger and comfortable spaces for the customers especially who are living around Samarahan area.

INDUSTRY PROFILE

The ironing service is highly in demand nowadays because most of the residents in Samarahan area especially students does not have iron when they are staying at the hostel. Deluxe ironing is a company that provides ironing service which will help the residents in Samarahan area in overcoming their problems in ironing their clothes. Apart from students, some of the residents in Samarahan area have problem in ironing their clothes when they are rushing for work. Based on our observation, we found that Samarahan area is lack of