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2.0 Executive Summary

UITM Kota Samarahan 2 consists a lot of student from different background and different gender. Most of the student unwilling to wash their own cloths manually like using their hands and they do not even have time to wash cloths. We, Serai Laundry Services ready to provide laundry shop near campus so that easy for them to bring their cloths. Not only that, we also provide internet at our shop. Our main purpose is to help the student in this campus so that they do not waste their energy to wash their cloths manually and save their time because most of the student are busy with classes and assignment. Our target is among the student in this campus which is around 85 people per week. Student would be enjoying their time while washing their cloths and at the same time they can do their other work to save their time and they can use the internet to surfing. We hope that we are able to fulfill the needs of the students wash their cloths at our laundry shop. This is going to be our first step towards the realization of the successful business.

2.0 Identification, Evaluation and Selecting a Business Opportunity for SERAI LAUNDRY SERVICES

2.1: Identifying the needs and wants of customers

Needs can be classified as the motivating factor that compels action for its satisfaction for someone. It has its own ratings or levels which is satisfied by what we want to do which consists of cultural, intellectual and social needs. That will also determine whether the customers will choose one of the other. It is also the difference of several economic groups in the area. Since we are the a self-service business then we have to prepare facilities that are good and well-maintained to increase and maintain customer services. Providing the best we can for the customer in terms of the facilities is the most important factor. The cleanliness and facilities are the main factors that maintains the lifetime of the company because that determines whether this service can be maintain in the long run or not. This is why we need proper knowledge and experience to face the challenges in starting a business in order to maintain it. We need to know what the customer needs in the respective area in order to launch a business that brings profit and maintains the long run. This will also bring an impression towards the customer so they will keep on coming and become a regular customer. Gaining a customers trust and having their loyalty is the hardest part of launching the business. In the end of the day, the satisfaction and ordeal of the customer is what's important and being able to fulfill what they want. Due to the nearby Universities we have come up with an idea to open up a self-service laundry. This is not only a normal self-service laundry but also services that includes delivery and pickup of laundry with extra charges and as for regular customers they are entitled to 30% discount by using our services. Other than that, we will also maintain the facilities in the laundry services and workers at the laundry will be available 24hrs with the different shift of workers. This is to maintain the services even at odd hours in the laundry service. With this efforts, students of UITM SAMARAHAN will be satisfied since it is efficient and affordable for the students there.

2.2: Evaluation of oneself and the environment surrounding the business

The environment consists of the population structure, income and taste, media, internet, social problem, new government ruling and also industrial leakage. Our laundry services expect to have 26 customer daily, 182 weekly and 910 monthly. Since our services is inside a perfect competition market we have a number of competition in the market. That is why we have create services to make our laundry service unique. This will attract students and working adults as they are busy and not able to wait for a period of time so we are here to assist them do their laundry. The universities around are our main priorities as they lack the supply for the demand of this service. The students who will use our laundry are our main target and we plan to attract their attention towards us. This will also include the residential areas around with people who do not own washing machines, dryers or maybe even when they are too busy to do their laundry. This is why we will bring these services to them as well as the facilities needed to do so

Since students are our main targets to attract to this business their incomes usually come from their weekly or monthly allowances. We will charge a reasonable price for all of the services as long as it is within their budget so they do not find our services too expensive. This business will surely attract workers around since we will charge everyone the same amount and it will not be bias towards non-students. Furthermore, we do have a membership program for students and regular customers and bonuses for using our services. We will also put in Wi-Fi in the laundry so students and others can use it for passing the time while waiting for their laundry. This will attract people since internet is on the rise nowadays.

With the help of social media platforms such as Facebook, Instagram and Twitter we will be able to advertise our services around the area so they know about the laundry. Using this as our advantage since it requires no money to do and just publicity. Spreading good comments and good services will attract more people as well as have a good look for the services we provide. This is why customer service is important so customers will turn into regular customers. This will maintain the business and a continuous income for the workers.

Most students are not really used to hand-washing their clothes so they usually go to other facilities as this. This is why we open these laundry services so we can