



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SAQATH LAUNDRY & CAFÉ

FUNDAMENTALS OF ENTREPRENEUSHIP (ENT300): BUSINESS PLAN

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During our research, we have become more organized, competent and mature in dealing with problems and hard work through these problems that occur while completing this assignment. This business covers the organization, marketing, operation, financial and training plan, as well as any other details a new entrepreneur needs as a guide for starting this business.

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EXECUTIVE SUMMARY

Business plan is a guideline for day-to-day management of the business. It also distributed business resources more effectively. At the same time, the business plan also gives a personal image of the entrepreneur because it can be used as evidence to stakeholders that this business idea can be successful with the serious commitment given by the entrepreneur herself. Business planning is very important before starting a business to facilitate the movement of this business.

SAQATH wash & dine sells foods and drinks and provide a self-service laundry to the customer, we providing a high-quality laundry machines, delicious food with scrumptious cakes which can give satisfaction towards the consumer. We produce a healthy and safe product which can fulfil customer's desire. This business is based on partnership with six (6) leaders holding crucial position in the organization, along with Ms. Nur Aliah binti Meor Ibrahim as the General Manager, Ms. Qistina Iwany binti Shamsual Anuar & Mrs. Amira Natasha binti Azhari as the Marketing Manager, Mrs. Syahzanani Afiqah binti Aminuddin as the Operational Manager, Mrs. Nurhazirah binti Samsudin as the Financial Manager and Ms Nur Syazatul Natasha binti Sawaludin as the Administrative Manager.

The main objective of this company is to penetrate the market further and compete more efficiently and effectively. Next, to position the business as a one stop convenient and reliable cafe and laundry services business. We are also wanting to give the best and high-quality products so we are able to gain their trust and loyalty.

Since Saqath is 2 in 1 business, which provides a self-service laundry and sells foods and drinks and in a strategic area which is close to the UiTM Shah Alam and residential area, it is suitable for the age group of 18-50 years. Such as a student and career woman who is running short on time due to their hectic schedule, so they do not have enough time to wash their clothes at home. Meanwhile, the cafe is focusing on younger generations due to the decoration of our cafes that attract their eyes. For our target market, we are focused on the customer's interests, value and priorities initiatives.

For the financial plan, we have plan for the sales forecast goal for the 5 years from 2020. The main source of this business is come from our own capital and also loan. We believe that good planning in this financial part, allows us to find more funds to develop this business to the next stage in business which is growth stage after our own product satisfies Malaysia's market.