



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)  
BUSINESS PLAN REPORT**

**PREPARED BY**

MUHAMMAD HAWWASHAZIQ BIN MOHD NOH (2018862462)  
MUHAMMAD AIMAN BIN KASIM (2018421194)  
MUHAMMAD AZWAN BIN MOHD AMIN (20182676278)  
NUR NAJIHA BINTI ABDUL HADI (2018205498)  
AMRINA ROSYADA BINTI ABDUL AZIZ (2018237472)  
SITI SARAH NAZIRAH BINTI MAT RAHIM (2018663198)

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**BUSINESS NAME**  
**KLEAN LAUNDRY SDN BHD**

**SUPERVISED BY:**  
**DR ASIAH ALI**

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## **EXECUTIVE SUMMARY**

Klean Laundry Sdn Bhd is a self-service laundry chain which aim to give a safe, comfort and hygiene guaranteed service for the consumer. With the rising of self-service laundry and the worries of the safety while using this service. Thus, this have become out main objective in producing this company, with opening a self-service laundry premise which give our customers 100 percent safety guaranteed with multiple effort to keep them safe and comfortable while using our service. This company is based on partnership of six (6) people of which three (3) of them are the main players in the organization. The three people who hold important position in the company organization are Muhammad Hawwashaziq bin Mohd Noh as the general manager, Muhammad Aiman bin Kasim as the marketing manager and Siti Sarah Nazirah binti Mat Rahim as financial manager. The other three member of the partnership act as the investor of the company and they are Nur Najiha binti Abdul Hadi, Amrina Rosyada binti Abdul Aziz and Muhammad Azwan bin Mohd Amin.

As for our target market, we are opening our premises in Subang Jaya, Selangor as it is a very strategic location with the convenience of near a residential area, clinic and even restaurant just beside of our laundry premise. Furthermore, as we open near the residential area, our target customers are those who does not have enough time or does not have the convenience of washing and drying machine. Moreover, our laundry is set to be user friendly so all age rage can use our service but we do focusing more on people at the age of 20 years old to 65 years old to use it and this is because of safety reason.

The marketing strategy that we use in our company is to ensure to give the best quality service to our customers with providing high quality machine and concerning about customer's experience throughout their time using our service. Our laundry is operated for 24 hours and it is being guard with a staff member who is always ready whenever needed. Not only that, we are also providing a membership card to our loyal customer which they can have a free laundry service for every 20<sup>th</sup> time of use. Despite all the convenience that we provide for our customer, we are still charging our customers the same price as other self-service laundry. Undoubtedly, we have provided the best self-service laundry which are affordable and giving many safety and comfort feature for our customers.

This business plan is being put together with the aim of giving and gaining customers trust to use our service with comfort and safety assurance. We also arrange this business plan with the mind-set of expanding our premises to all parts of Malaysia as we have high possibility to succeed in this industry.