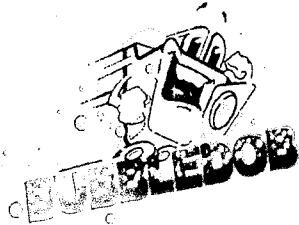


# FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)



## BUBBLED OB ENTERPRISE

**“NO STAIN , NO DOUBT , THAT’S BUBBLED OB”**

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**20 MARCH 2013**

## **BUBBLEDOB ENTERPRISE**

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20 MARCH 2013

Diploma In Computer Science  
Faculty of Computer Science and Mathematic  
Part 05  
University Technology of MARA, Johor

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Miss Siti Nordiyana Bt. Isahak  
Lecturer  
Fundamental of Entrepreneurship (ENT 300)  
Faculty of Business Management  
University Technology of MARA, Johor

Mrs,

### **SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)**

Referring to the subject stated above, we should like to submit the proposal of our project paper for our ENT 300 subject.

This business plan is focus on laundry service according to their type of wash and many choice of service to fulfil high demand on the market.

We had put our best commitment to complete this business plan according to the guidelines and requirement given according to our subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administration, financial, marketing, and operation aspects.

We hope that this business plan will success according to your satisfaction. Any mistake or lacking in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank You.

Your Sincerely,

  
.....  
**(NURFARAHIN BINTI ZAINUDDIN)**  
**CHIEF EXECUTIVE OFFICER**  
**BUBBLEDOB ENTERPRISE**

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## BUBBLED OB ENTERPRISE

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## BUBBLEDOB ENTERPRISE

### EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimensions which include individual, organization, environment and institution. Entrepreneurs are individual who actively form and lead their own business to nurture them for growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and developed by entrepreneurs.

BubbleDob Enterprise is a business developed to provide laundry service to fulfil customer daily needs. BubbleDob Enterprise is a partnership business which venture of 5 partners. Each partner assist in contributing the same amount of RM 10,800 capital. Each of the partner members will hold different position and responsible in managing this business.

BubbleDob Enterprise is a business that mainly focuses on laundry service according to different type of wash and different type of clothes. We discover that in Malaysia, demand for service laundry is increasing year by year but fortunately only a few laundry outlets in the city of Kluang. Therefore, our partners are decided to build up this business because want to meet the demands.

Finally, we are planning to expand Malaysia's Laundry Service industry through this field of business and we aim to become one of the Malaysia's leading entrepreneur in a laundry service industry through the breakthrough of the service market into the international market.

$$\begin{array}{r} \text{Contribution} = 54,800 \\ \text{Loan} = 31,594 \\ \hline 98,394 \end{array}$$

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## BUBBLED OB ENTERPRISE

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### **INTRODUCTION**

Name of our company is BubbleDob Enterprise. Nature of our business is based on laundry service. Our business is owned actively by partnership. The business is in form of enterprise which consists of five shareholders. All shareholders have agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio:

As a new start up company, we recognize our limitation in the industry. So we will tempt to manufacture our service in a small premise. In order that, our companies can concentrate on beginning our services, as well to give good impression and fulfilling customer demand.

Location of our business is locate at Taman Pesona at Kluang. The reason we choose this place because we want to serve our laundry service to school student since at Kluang it have numerous number of SBP school. We choose this location because it is situated in the city of Kluang. Our business will begin to operate on 1<sup>st</sup> January 2014.

We choose this business because it's make high profit and can expect future expectation. Laundry shop is also easily managed through the use of new technology. In addition, it can attract potential customer to use our service. This business has good future prospects. It is because it has high potential because our price for every type of wash is affordable compared to others laundry shop.