



اَبُو سَيِّدِي تَكْنُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business Management

MARA University of Technology (UiTM Sabah)

Business Plan



(Group D)

GROUP MEMBERS

👤 Collson J. Asin	2010110543
👤 MohdRuzainiMohdRafiq	2010536435
👤 ZurainSuhaili	2010168881
👤 Meloni Ann Paulus	2010330607
👤 SharinaSaimon	2010793929

Lecturer's Name : Sir Kasmir Singh

Submission Date :04 September 2013

Table of Content

<u>Items</u>	<u>No. of Pages</u>
1.0 Introduction	5
1.1 Business Logo& Description	6
1.2 Purpose of Business	7
1.3 Company Background	8
1.4 Shareholder Background	9-13
1.4.1 Business Card	14
1.5 Business Location	15
2.0 Administrative Plan	
2.1 Business Vision, Mission & Objective	17
2.2 Organization Chart	18
2.3 List of Administrative Personnel	19
2.4 Partnership Contribution	20
2.5 Schedule of Task and Responsibilities	21
2.6 Schedule of Remuneration	22
2.7 List of Office Equipment and Suppliers	22
2.7.1 Office Layout	23
2.8 Administrative Budget	24
3.0 Marketing Plan	
3.1 Introduction	26
3.2 Profile Of Services	27
3.3 Target Market	28
3.4 Market Size	29-31
3.5 Competition	32-33
3.6 Market Share	34-35
3.7 Sales Forecast	36-39
3.8 Marketing Strategies	40
3.8.1 Service Strategy	40
3.8.2 Pricing Strategies	41
3.8.3 Promotion Strategies	41
3.8.3.1 Example of Brochure	42

3.8.4 Place and distribution Strategies	43
3.9 Marketing Budget	44
4.0 Operational Plan	
4.1 Introduction	46
4.2 Process Planning	47-49
4.3 Operation Hour & Operations Hours	50
4.4 Equipment and Raw Material Planning	51-54
4.5 Machines Planning	55-56
4.6 Manpower Planning	57
4.7 Operational Layout	58-59
4.8 Overheads Requirements	60-61
4.9 Location Plan	62-63
4.10 Operations Budget	64
4.11 Implementation Schedule	65
5.0 Financial Plan (Refer Excel Format)	66
5.1 Introduction	67-69
5.2 Project Implementation Cost	70-74
5.3 Source of Financing	75
5.4 Administrative, Marketing & Operational Budget	76-77
5.5 Table of Depreciation	78-79
5.6 Loan and Hire Purchase Amortization Schedule	80
5.7 Pro forma Cash Flow Statement	81
5.8 Pro forma Income Statement	82
5.9 Pro forma Balance Sheet	83
5.10 Financial Analysis	84
5.11 Graphs	85-89
6.0 Conclusion	90-91
7.0 Appendices	92-107

1.1 Introduction

Our Company provides a laundry service that will give full satisfaction to people who use our services. Bubble Laundry will do a business with any customer within Kota Kinabalu area. The services that we provide not only focus on a specific customer such as community but we also do a contract with corporate customer, for example Hotel and College.

The uniqueness of our services compared to other existing laundry services is that we provide laundry delivery services that run at a specific time according to our schedule.

Furthermore, we also use online services as the medium to get orders from our customer without going to our premises. With the uniqueness of our services we can attract more people to enjoy our service and make them easy to do business with us at any time any place.

1.3 Purpose of Business Plan

1. As a guideline for managing the business.

It will be a guideline for workers in order to know their jobs, functions and their responsibilities to build a good relationship between workers.

2. To evaluate the project viability and growth potential

With the help of business plan our company are able to predict the future risk of running the business. The business plan basically contains information such as the society's demand and other relevant information. This would be an advantage to entrepreneurs as it will help them to predict the future outcome of the business.

3. As a business guideline for managing the business

The business plan consists of planned strategies and the rules and regulations. Thus, it becomes our comprehensive guideline in our daily operation. As a guideline, it can avoid the confusion thus it gives the clear direction to achieve the goals.

4. To maximize the profit and allocate business resources effectively

In business plan, the details about the budgets and the way to utilize it, is clearly identified. The effective and efficient management of cost will decrease the cost and at the same time maximize the profit. Through the business plan, the budget is preferred to be utilized only for the related expenses and the unrelated expenses must be avoided as to decrease costs.