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MARA

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ENT300  
FUNDAMENTAL OF ENTREPRENEURSHIP  
BUSINESS PLAN

SYNERGY ENTERPRISE

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## 1.0 Introduction

On this business plan, we choose car wash services as our business project. We named our company as Synergy Enterprise, where we provide automatic car wash, manual car wash services and café.

We have Khairul Anwar Bin Amrin as General Manager and Administration Manager, La Verthey Anne Rosene as Operational Manager, Rochella Jaleh as Marketing Manager and Filflinfie Bakayuh as Financing Manager. We hire 15 workers to work in our company. Where two workers will handle the café services, two workers will work as clerk under the financing and marketing, where the rest is work as general workers that handle the position of washing the car. We need ten workers to do the job of washing the car since we opened the service for more than eight hours, so the workers will work shiftly.

We opened our business at Kingfisher Sulaman, in the area of University Apartment. As we know, the area is strategic, where it is the main way of car users to go to the town and it is the university are. Since there is University Malaysia Sabah, University Technology Mara, Institute Latihan Perindustrian and Politeknik. We open our business early at 7am and closed at 11pm.

## **2.0 Purpose**

The purpose of our carwash business are to get profit and to satisfy our customer satisfaction by providing them our service that is carwash service.

We provide carwash service to our customer are also to support them in managing their time. For example customers that are in hurry to attend meeting but need clean car, we will use our automatic car wash to wash their car that can take less time.

We try to find opportunity to increase our business profit by create good business relationship with our customer.

Our car wash services will gain more profit since we choose the location is strategic, the service is not too expensive and we opened for 24 hours for the automatic car wash machine.