



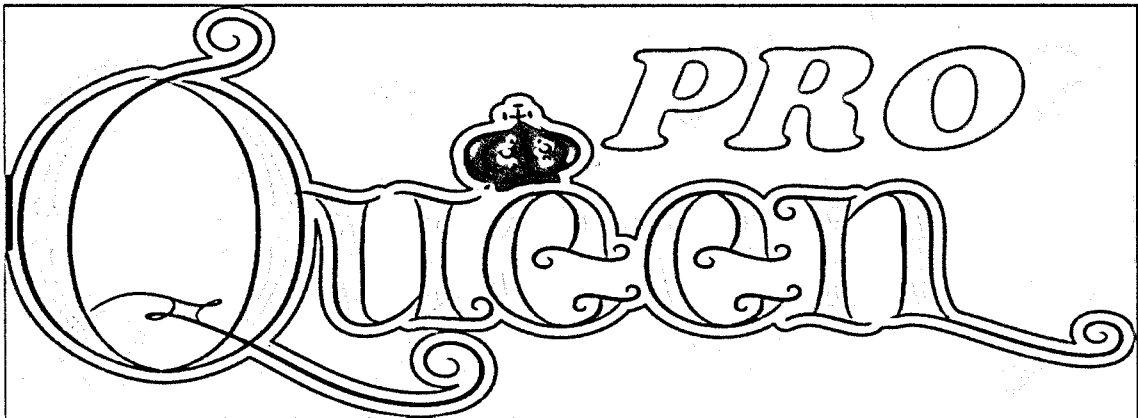
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UNIVERSITI  
TEKNOLOGI  
MARA



## **BUSINESS PLAN**

### **PRINCIPLES OF ENTREPRENUERSHIP**

**(ENT 530)**



**PREPARED FOR**

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## **Acknowledgement**

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There are a lot of challenges that we have to face such as finding the materials suppliers and machine capacity for our project. Through these problems, we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

## **PURPOSE OF BUSINESS PLAN**

The purpose of this business entrepreneurship plan is as the first step as a module before starting a business. This business plan is very important to a new company like Pro Queen Sdn. Bhd because it may help us to maintain our business longer in the Malaysia market.

The purpose of doing this business plan are:

- i. To show the financial strength of the company especially when applying for loans from bank and to convince the bank towards providing funds.
- ii. As a guideline for us in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies, target market and even long term goal.
- iii. As a master plan of an organization that necessary to calculate the effectiveness on running such business.
- iv. It is also prepared to state clearly the information of the certain authorities parties to get permits or other facilities in the mean of formation of a business.
- v. This business plan can be utilize to convince the suppliers the ability of paying back on credit and the ability to carry out a project of services from customers or the tender board.
- vi. To improve any weaknesses arise by comparing the actual performance of the firm with it's master plan. It is to see whether it is a favourable or unfavourable situation.

## **EXECUTIVE SUMMARY**

Pro Queen is a business of self-service laundry and the business will be started on 1 Jun 2018. Services that will be provided are normal washing, drying and additional folding if requested with the lowest rate. This business location is situated at No 3, Jalan P9e/1, Presint 9, 62000 Putrajaya, Wilayah Persekutuan Putrajaya. This location is situated in resident areas. Therefore, it will have a great potential market for this business. Besides that, this area nearer with the apartment resident. Moreover, it has less competitors as compared to other business and services.

Pro Queen self-services laundry that will target a customer base of 80% young adults from 18 to 30 years old. This targeting also focus on the family that stay at the condominium or apartment that have limited space to hanging their clothes.

Pro Queen self –service laundry is an easy and convenient way to have their week laundry cleaned and dried using heavy duty industrial laundry machines at affordable prices. We believe that our business have potential in this millennium especially in urban area because people are busy with work and have limited space to dry their clothes after wash it.

Another factor that influencing us to choose this self –service laundry is because lack of competitor in Presint 9, Putrajaya making it easier for us as a new entrepreneur to engage in the business because this service don not require large capital and professional staff.

We provide top quality, fast and cheap self service laundry services with very low prices for you to do your weekly laundry in a convenient and cost effective way. Enjoy free Dynamo detergents and free Downy softeners in every wash.