



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
**UNIVERSITI
 TEKNOLOGI
 MARA**

FACULTY OF CIVIL ENGINEERING

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

CLEANING & SANITIZE SERVICE by ANDA

Prepared by:

| No. | Name | Student ID |
|------------|---|-------------------|
| 1. | AMIR SYAUKI BIN ZAIHALIRAYA | 2019284274 |
| 2. | MUHAMMAD NAZREN AIMAN BIN MUHAMMAD @ IBRAHIM | 2019432296 |
| 3. | MUHAMMAD DANISH HAIQAL BIN MUSTAHNA | 2019437906 |
| 4. | MUHAMMAD AMAR FIRDAUS BIN BAHARUDIN | 2019403742 |

Class:

EC1104M

Prepared for:

Madam Ilyani bt Azer

Date of Submission:

LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

28 MAY 2021

Madam Ilyani bt Azer
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Cleaning and Sanitize Service – ANDA** ” to fulfil the requirements as needed by university requirements.

Thank you,

Yours sincerely



Muhammad Nazren Aiman Bin Muhammad @ Ibrahim
General Manager of ANDA

TABLE OF CONTENT

| No. | Content | Page |
|-----|---|-------|
| 1. | Letter of Submission | 2 |
| 2. | Acknowledgement | 3 |
| 3. | Table of Content | 4-5 |
| 4. | Executive Summary | 6 |
| 5. | 1.0. Business Background 1.1. Business Information 1.2. Mission and Vision 1.3. Organizational Chart 1.4. Logo and Motto | 8-10 |
| 6. | 2.0. Owner Background 2.1. Manager 2.2. Administrative Manager 2.3. Marketing Manager 2.4. Operation Manager 2.5. Financial Manager | 11-15 |
| 7. | 3.0. Administration Plan 3.1. Introduction (Administrative Objectives) 3.2. Manpower Planning 3.3. Schedule Task and Responsibilities 3.4. Schedule of Remuneration 3.5. Office Furniture, Fitting and Office Supplies 3.6. Administration Budget | 16-21 |

| | | |
|-----|--|-------|
| 8. | <p>4.0. Marketing Plan</p> <p>4.1. Introduction (Marketing Objectives)</p> <p>4.2. Description of Products</p> <p>4.3. Target Market</p> <p>4.4. Market Size</p> <p>4.5. Competitors</p> <p>4.6. Market Share</p> <p>4.7. Sales Forecast</p> <p>4.8. Marketing Strategies</p> <p>4.9. Marketing Budget</p> | 22-31 |
| 9. | <p>5.0. Operational Plan</p> <p>5.1. Introduction (Operational Objectives)</p> <p>5.2. Process Planning for Manufacturing</p> <p>5.3. Business Layout</p> <p>5.4. Material Planning</p> <p>5.5. Business and Operation Hours</p> <p>5.6. License, Permits and Regulation Required</p> <p>5.7. Operation Budget</p> | 32-39 |
| 10. | <p>6.0. Financial Plan</p> <p>6.1. Introduction (Financial Objectives)</p> <p>6.2. Administrative Expenditure</p> <p>6.3. Marketing Expenditure</p> <p>6.4. Project Implementation Cost</p> <p>6.5. Profarma income Statement</p> | 40-44 |
| 11. | Conclusion | 45 |
| 12. | Appendices | 46-51 |

EXECUTIVE SUMMARY

ANDA Corporation is a start-up organization based in Kuantan, Pahang. ANDA Corporation is a company that provides cleaning services for high-end residential houses. We are an organization that offers professional, trustworthy and also effective service to help in growing the business quickly.

From the outset, ANDA Corporation has its own objectives that is quite ambitious. The first thing is to always exceeds our customer's expectations. By doing so, their satisfaction is guaranteed and will ensure repeat business also word of mouth referrals. Increasing our client base by 20% is our second objective. Achieve a sustainability of cash by the end of year one is the third objective. The last objective is to have 30% conversion rate of prospective customers into clients.

The Market

Even though the competition in the residential cleaning industry is plenty, there are a few competitors that are considered professional and trustworthy. ANDA Corporation will target two distinct market segments to go after, two income and one-income wealthy families. The affluent single income households are growing at 11% while the two income families are growing at a slightly faster rate which is 13%.

Services Offered

As mentioned earlier, ANDA Corporation is a residential household cleaning service. We are able to handle all kinds of possible residential needs, from general house cleaning to child and pet disasters. All of our services are offered in the most professional manner possible. Professionalism, trustworthiness and effectiveness are ANDA Corporation's spell in order to have a good business. By having these kind of spells, customers will feel at ease with ANDA Corporation immediately. This is indicated by the fact it is not uncommon for clients, after their first appointment, to provide ANDA Corporation with house keys so they may come unattended at their leisure time to provide future services.

Management

With years in the industry, a group of four, Amir, Nazren, Amar and Danish, (ANDA), have decided to form a partnership to take a chance at opening their own business in the industry that they have so much knowledge and experience. The four of them initially spent years at Sanitation Management, a nationwide cleaning service. They then moved onto Immaculate Cleanception where they received ample management training. It was these experiences that gave them the skills and confidence to join hands to open up their own business.

ANDA Corporation is an exciting opportunity that combines the skills and passion of the principal with an unmet need in Kuantan, Pahang. Profit margins will be 1.4% in year 1 and 14.7% in year three. ANDA Corporation will generate over RM188,000 in sales by the end of year one and RM228,000 by the end of year three.