



اَوْنِيْتِي تِيْمِي كُوْلُوْنِي مَرَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

DIAMOND SHINE LAUNDRY

Faculty : Faculty of Business Management

Program : Bachelor of Business Administration (Hons)
Human Resource Management

Program Code : BM243 / BA243

Course : Principles of Entrepreneurship

Course Code : ENT530

Semester : March 2019 – July 2019

Group Name : NBH6B

Group Members : Nurkhalidah Binti Amir Rashid (2015391049)
Ain Najiha Binti Jasni (2016828602)
Noor Aini Binti Jamaluddin (2015560911)
Nurhawa Illiyani Binti Zainuddin (2017650644)
Nurul Nadiyah Binti Ahmad (2017979773)

Submitted to

Madam Zanariah binti Zainal Abidin

Submission Date

26th May 2019

TABLE OF CONTENTS

ACKNOWLEDGEMENTS.....3

COVER LETTER.....4

1.0 INTRODUCTION7

2.0 BUSINESS BACKGROUND8

3.0 PARTNER’S BACKGROUND.....9

4.0 ADMINISTRATION PLAN14

5.0 MARKETING PLAN.....22

6.0 OPERATION PLAN31

7.0 CONCLUSION35

8.0 FINANCIAL PLAN.....36

9.0 REFERENCES.....38

ACKNOWLEDGEMENTS

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code ENT 530.

In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. We would like to show our gratitude Mrs Zanariah binti Zainal Abidin for giving us a good guideline for assignment throughout numerous consultations.

There are a lot of challenges that we must face such as finding the material suppliers and machine capacity for our project. Besides that, we must go through a lot of difficulties with the economy nowadays, we are dealing with besides going through a lot of procedures

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, administration plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, we would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment for the effort and initiative that they have shown in our project until we successfully completed our business plan.

1.0 INTRODUCTION

| | |
|---------------------------------|--|
| Name of Business | : DIAMOND SHINE LAUNDRY |
| Nature of Business | : Partnership |
| Location of Business | : Jalan Plumbum AC7/AC, Shah Alam, Selangor |
| Date of Business Commencement | : Our business will begin to operate on 1 st January 2020 |
| Future prospect of the business | : 1) To be a well-known laundry service around Malaysia and increasing the sales. 2) Provide variety of services and options to all our customers. 3) To have more branch in Malaysia. |
| Purpose of business plan | : To apply for a loan of RM 65,000.00 from Malayan Banking Berhad |

4.0 ADMINISTRATION PLAN

4.1 VISION

To be well-known laundry and delivery services in Shah Alam.

4.2 MISSION

- Provide efficient and quality services to customers, particularly to local residents and students.
- To improve productivity companies by give an advance service which pick-up and delivery service to customers place.

4.3 OBJECTIVES

- To source finance for the business.
- To penetrate the market further and compete more efficiently and effectively.
- To further diversify the business by offering additional related services which delivery and pick up service.