



HOT MAIDS ENTERPRISE HOT MAIDS CLEANING SERVICE

NO 1 JALAN SEMARAK, TAMAN BANDAR UTAMA 85000 SEGAMAT,
JOHOR DARUL TAKZIM.

PREPARED BY:

NAME	ID NO
NURUL SHAFIKAH BINTI ABD RAHMAN	2010894188
NURUL JANNAH BINTI SERI	2010446724
AIZATUL AQILAH BINTI MOHD LATIB	2010674594
SYAZWANI BINTI KAMAL	2010818282

GROUP: JBM 112 6D

PREPARED FOR: MISS DIYANA BT ISAHAK

DATE OF SUBMISSION: 15 MARCH 2013

2 7 MAR 2013

CHECKED,

SITI NORDIYANA PINTI ISAHAK

TABLE OF CONTENT

NO	TITLE	PAGE
1	EXECUTIVE SUMMARY	1
2	1.0 INTRODUCTION OF BUSINESS PLAN	2-17
	1.1 PURPOSE OF BUSINESS PLAN	1
	1.2 OBJECTIVE OF BUSINESS	1
	1.3 VISION OF BUSINESS PLAN	
	1.4 MISSION OF BUSINESS PLAN	
	1.5 LOGO OF COMPANY	
	1.6 COMPANY PROFILE	1
	1.7 PARTNERS BACKGROUND	
	1.7.1 CEO & OPERATING MANAGER	
	1.7.2 ADMINISTRATION MANAGER	
	1.7.3 MARKETING MANAGER	
	1.7.4 FINANCIAL MANAGER	
	1.8 LOCATION OF THE BUSINESS	
	1.9 PARTNERSHIP AGREEMENT	
	1.9.1 TYPES OF THE BUSINESS	
	1.9.2 CAPITAL	
	1.9.3 PERIOD OF PARTNER AGREEMENT	1
	1.9.4 DISTRIBUTION OF PROFIT/LOSS	1
	1.9.5 PERQUISITE	
	1.9.6 DEATH	
	1.9.7 BANKRUPTCY OR DISSOLUTION OF PARTNERSHIP	1
	1.9.8 RETIREMENT	1
	1.9.9 OTHERS	Î
3	2.0 ADMINISTRATION PLAN	18-34
	2.1 INTRODUCTION	10-34
	2.2 ORGANIZATIONAL CHART	
	2.3 MANPOWER PLANNING	
	2.4 SCHEDULE OF REMUNERATION	1
	2.5 WORKER INSENTIVES	
	2.6 OFFICE LAYOUT	
	2.7 LIST OF OFFICE EQUIPMENT	1
	2.8 OFFICE EQUIPMENT	
4	3.0 MARKETING PLAN	35-52
372	3.1 INTRODUCTION	33-32
	3.2 OBJECTIVE OF MARKETING PLAN	le le
	3.3 SERVICES DESCRIPTION	
	3.4 LIST OF PRICE	
	3.5 TARGET MARKET	
	3.6 MARKET SIZE	
	3 7 POTENTIAL CUSTOMER/PROSPECT	

TABLE OF CONTENT

NO	TITLE	PAGE
1	EXECUTIVE SUMMARY	1
2	1.0 INTRODUCTION OF BUSINESS PLAN	2-17
	1.1 PURPOSE OF BUSINESS PLAN	7.50
	1.2 OBJECTIVE OF BUSINESS	
	1.3 VISION OF BUSINESS PLAN	9
	1.4 MISSION OF BUSINESS PLAN	1
	1.5 LOGO OF COMPANY	
	1.6 COMPANY PROFILE	1
	1.7 PARTNERS BACKGROUND	- 1
	1.7.1 CEO & OPERATING MANAGER	1
	1.7.2 ADMINISTRATION MANAGER	- 1
	1.7.3 MARKETING MANAGER	
	1.7.4 FINANCIAL MANAGER	1
	1.8 LOCATION OF THE BUSINESS	1
	1.9 PARTNERSHIP AGREEMENT	1
	1.9.1 TYPES OF THE BUSINESS	
	1.9.2 CAPITAL	
	1.9.3 PERIOD OF PARTNER AGREEMENT	
	1.9.4 DISTRIBUTION OF PROFIT/LOSS	
	1.9.5 PERQUISITE	
	1.9.6 DEATH	
	1.9.7 BANKRUPTCY OR DISSOLUTION OF PARTNERSHIP	1
	1.9.8 RETIREMENT	
	1.9.9 OTHERS	
3	2.0 ADMINISTRATION PLAN	18-34
	2.1 INTRODUCTION	10-34
	2.2 ORGANIZATIONAL CHART	
	2.3 MANPOWER PLANNING	
	2.4 SCHEDULE OF REMUNERATION	17
	2.5 WORKER INSENTIVES	
	2.6 OFFICE LAYOUT	
	2.7 LIST OF OFFICE EQUIPMENT	
	2.8 OFFICE EQUIPMENT	
1	3.0 MARKETING PLAN	35-52
	3.1 INTRODUCTION	33 32
	3.2 OBJECTIVE OF MARKETING PLAN	
	3.3 SERVICES DESCRIPTION	
	3.4 LIST OF PRICE	
	3.5 TARGET MARKET	1
	3.6 MARKET SIZE	3
-	3.7 POTENTIAL CUSTOMER/PROSPECT	

-	3.8 MAIN COMPETITORS	
	3.9 MAIN SHARE	1
	3.10 SALES FORECAST	
	3.11 MARKETING STRATEGY	1
5	4.0 OPERATIONAL PLAN	53-64
	4.1 INTRODUCTION TO OPERATIONAL PLAN	355050
	4.2 OBJECTIVE OF OPERATIONAL PLAN	
	4.3 SERVICES STRATEGIES	
	4.4 OPERATION HOURS	
	4.5 PROCESS OF OPERATION	
	4.6 SYMBOLS USE IN PROCESS CHART	
	4.7 MATERIAL REQUIREMENT	
	4.8 LIST OF MACHINES AND EQUIPMENT	
	4.9 LIST OF OPERATIONAL COST	
	4.10 OPERATION OVERHEAD	
	4.11 EQUIPMENT MACHINERY COST	
6	5.0 FINANCIAL PLAN	65-68
	5.1 INTRODUCTION TO FINANCIAL PLAN	1
	5.2 FINANCIAL OBJECTIVE	1
	5.3 FINANCIAL STRATEGY	
7	APPENDIX	69

EXECUTIVE SUMMARY

Hot Maids Cleaning Services (HMCS) is a residential cleaning service serving upper class services for household, office in cleanly. Through generous human capital investment HMCS will exceed our customer's expectation. Household or officer which are not have time to clean their house or office will find us and we will give our services to them. These targeted people or family are willing to pay premium for the service because of the high level of professionalism and trustworthiness that is offered. This target market will focused on because of their steady reliance on cleaning services that we offered to them to keep their home clean.

Hot Maids Cleaning Services is a business to provide our clients with reliable, quality based cleaning service. We also represent the best value for money as well as ensuring that our clients' needs and expectation are not only attend but also exceeded. We aim to provide hygienic, high performing facilities for our customers with minimal impact on our ecosystem.