



UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN BANKING

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

BUSINESS REPORT

BUBBLE SWAN'S LAUNDRY



PREPARED FOR:

MISS FLICIA RIMIN

PREPARED BY:

JOAN VIRUS (2008294204)

AZIEMAH BINTI AHMAT (2008294198)

MOHD. JASRUL BIN JATIN (2008294216)

NURUL ATIQAH BINTI BORONCE (2008293882)

SHASHA FARIAH BINTI MOHD. SHAHLAN (2008294214)

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Executive Summary

Our business name is Bubble Swan's Laundry and we are provided laundry services to the nearby resident in Alamesra which are housing area and higher learning institution. Our business location is Lot 138, P-6, Lorong Plaza Permai 4, Jalan Sulaman Coastal Highway, Alamesra, 88400, Kota Kinabalu, Sabah. We form a partnership business for this laundry services and have a task and responsibility on their own position whereby General Manager is Nurul Atiqah Binti Boronce, Administration Manager is Mohd. Jasrul Jatin, Marketing Manager is Shasha Fariah Binti Mohd. Shahlan, Operation Manager is Joan Virus and Financial Manager is Aziemah Binti Ahmat. Each of this position was very important to ensure the business objective, vision and mission can be achieved. In this partnership business we already make an agreement which is agreed by every member and this agreement is to prevent from any problem occur in the future.

Apart from that, we also have an incentive scheme for employee to encourage them to more responsible and have a high commitment in carrying their job. We had given incentive scheme like salary, employee's provident fund (EPF), Social Security Organization (SOCSO), emergency leave, bonus, insurance and maternity leave. Other than that, we also have contribution among our members in term of cash, office equipment and fixed asset. Our cash contribution is RM10, 000.

Besides that, we make a proper plan for each department to ensure the business objective can be achieved. Marketing plan involve the size market of the business, competitor, target market, strategies to promoting business and so on. The proper marketing plans know the best strategies to promote the business and also know how to compete with the other competitor. The strategy that we made to promote our business is through flayer, business card, signboard and also mass media like website.

Furthermore, we also make a proper operation plan. An operation plan it includes operation process planning, material planning, location planning and so on. Overall function of the operation plan is to ensure that the sources can be allocate in an effective and efficient way so that to prevent wastage of the resources and loss of production. In addition the best location planning is also very important decision to make because once the operation decided it cannot be change and involve a lot of cost.



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