



**UNIVERSITI TEKNOLOGI MARA**

**DIPLOMA IN BANKING**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ENT300)**

**BUSINESS REPORT**

**BUBBLE SWAN'S LAUNDRY**



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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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## 1.0 Introduction

### 1.1 Business Background

“The Way Forward” is a paper presented by our earlier YAB Dato’ Seri Dr Mahathir Mohamad where he said that “Hopefully the Malaysian who is born today and in the years to come will be the last generation of our citizens who will be living in a country that is called 'developing'. The ultimate objective that we should aim for is a Malaysia that is a fully developed country by the year 2020.” In order to achieve the fully developed country by the year 2020 our government has taken many ways to make it come true include give opportunity to the entrepreneurs to involve themselves in the economy. In RMK10, government allocated RM 230 billion for developing expenditure in the next five year, from this amount 55% has allocated to economy sectors that can contribute to the local economy (Fakta Rancangan Malaysia Ke-10, 2010). Therefore, as a local citizen in Malaysia we want to contribute and develop our economy by opening laundry.

Laundry is a noun that refers to the act of washing clothing and lines, the place where that washing is done, and/or that which needs to be, is being, or has been laundered. (Wikipedia). The dry cleaning industry has one of the highest success rates of all small businesses (96.2% according to Dun and Bradstreet). Laundry was first done in watercourses, where letting the water carry away the materials which could cause stains and smells. Laundry is still done this way in some less industrialized areas and rural regions. Agitation helps remove the dirt, so the laundry is often rubbed, twisted, or slapped against flat rocks. Wooden bats or clubs could be used to help with beating the dirt out. These were often called washing beetles or bats and could be used by the waterside on a rock (a beetling-stone), on a block (battling-block), or on a board. They were once common across Europe and were also used by settlers in North America, similar techniques have also been identified in Japan. (Wikipedia) However as the economy develop there are many modern technology used to do the laundry.

The idea to open this laundry services was proposed by one of our member. Then we discuss and finally we decided to make this business plan after