



اُنِيسِيتِي تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA, CAWANGAN PERAK,

KAMPUS SERI ISKANDAR,

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)

DEPARTMENT OF QUANTITY SURVEYING

ENT300 – FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

“FUZZYBUBBLE ENTERPRISE”

PREPARED BY

NO.	NAME	MATRIC NO.	GROUP
1.	NORZULAIKA BINTI MOHD HAFIZAR	2019212482	AAP1144M
2.	ALIYAH FAQIHAH BINTI MOHD NAZRI	2019210386	AAP1144M
3.	NURIFFAH SAFRANI BINTI MUHD NIZAM	2019287108	AAP1144M
4.	NOR ATYRAH SYUHADAH BINTI NORHISHAM	2019418724	AAP1144M
5.	AIN SYUHADA BINTI AZMAN	2019221128	AAP1144M

LECTURER

PUAN HAFINI SUHANA BINTI ITHNIN

SUBMISSION DATE

25 JULY 2021

SEMESTER

MARCH 2021 – AUGUST 2021

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
1.0 BUSINESS DESCRIPTIONS	2
1.1 Organization Background	
1.2 Organization Logo/Motto	
2.0 OWNER DESCRIPTIONS	4
3.0 PRODUCT/SERVICE DESCRIPTION	6
4.0 ORGANIZATIONAL/ADMINISTRATIVE PLAN	7
4.1 Organization Chart	
4.2 Manpower Planning	
4.3 Schedule of Tasks and Responsibilities	
4.4 Schedule of Remuneration	
4.5 List of Office Equipment	
4.6 Organizational/Administrative Budget	
5.0 MARKETING PLAN	10
5.1 Customers (Target Market)	
5.2 Sales Forecast	
5.3 Marketing Strategies	
5.3.1 Service	
5.3.2 Price	
5.3.3 Place (Distribution)	
5.3.4 Promotion	
5.4 Marketing Budget	
6.0 OPERATION PLAN	15
6.1 Material Requirements	
6.2 Machine and Equipment	
6.3 Operation Budget	
7.0 FINANCIAL PLAN	16
7.1 Project Implementation Cost	
7.2 Cash Flow Statement	
8.0 BUSINESS MODEL CANVAS	18
CONCLUSION	19
APPENDICES	20

EXECUTIVE SUMMARY

FuzzyBubble Enterprise is a company established prior to offers 24 hours self laundry service for public use. Our main objective is to come up with easy and fast initiatives for everyone who has tight schedule that may halt them from doing daily clothes wash. This service is also promoted in conjunction to follow up with today's technological advance where people look for something new, fast track and modernized. To describe the business concept of FuzzyBubble Enterprise is though we provide the typical unique of other laundry service, we take this chance to stand out more by adding up some other facility that other laundry does not include in their premises. In order to enhance the quality services and give satisfaction to customers of FuzzyBubble Enterprise, our operation team has set up to ensure the use of high quality equipments and machineries to run this business. This includes the provision of the laundry machine itself, drier, vending machine, inclusion of free wifi and some more others. As a developing entrepreneur, our team also make sure to allocate affordable cleaning facility so that our service output could reach its quality standard and make it profitable to both customers and the owners behalf.

The next expect is how FuzzyBubble Enterprise's team set up the market potential or target market. The key point to this matter is the location of our premise. Out of many other location, Bandar Puncak Alam is the finalized decision for FuzzyBubble Enterprise first ever business location. Based on quick observation from existing laundry services, we conclude that most people who use this service are those who has tight schedule especially students who sometimes involved in extracurricular activities or those who are just cannot find the right time to wash their clothes. From this observation, we decides to target on the adults and students community as the locality is close to Universiti Teknologi MARA Puncak Alam house rental area.

In terms of competitive advantage, our laundry service is expected to allocate most affordable price per usage of washing machine with inclusion of detergent and softener for customers use. Besides, FuzzyBubble Enterprise does not provide cleaning service solely but also value of comfort where students or other community could benefits. It is the facility such as free wifi, vending machine for drinks, comfortable seat and table sets for them to maybe use to finish their task while waiting for their cleaning to be done. By means, our premise does not only focus on the laundry cleaning service solely but also prioritize our valued customers satisfaction.

1.0 BUSINESS DESCRIPTIONS

a) Name of the organization

FuzzyBubble Laundry Enterprise

b) Factors in selecting the proposed business

The main aspect in determining the type of business we runs for this business project is the availability of demand in the market today. Nowadays, we can see how human has starts to look for something that allow them to gain something in express way. In addition, we are aware that cleaning clothes is an activity that people do daily or atleast twice a week and that it is part of necessity in human life. We believe by providing a cleaning service, the business can count on regular flow of customers no matter the time of year or the state of economy as people wear clothes all the time.

Furthermore, we choose to establish a laundry business because this type of business offer flexibility in its operation. Firstly, since our business concept is self-laundry, it is not necessary for the premise to have staff for look out. By means, we can leave the business running unstaffed as long as the instruction is clearly stated for customer to easily follow the steps to get their clothes wash. However, we can still attend to customers during specific hours or even run it remotely if necessary. In addition, the flexibility also falls onto customers preferences whereby they can freely enjoy socializing in the space we provide in the premise and utilise available facility while they wait for their laundry. This is where we see the profits and benefit from expanded customer base.

Last but not least, FuzzyBubble Laundry Enterprise is establish due to ease in operational factors and its labor cost. Laundry business offers simple operation especially when we promote self-service operations because all the labour is most likely done by the customers themselves. Due to this factor, we can reduce the capital cost in providing labour cost for handling the premise. The labour cost for this type of business is much lower compared to other retailer business as it may only require for the cleaning, maintenance and some other extra services only.

1.1 Organization Background

Name of the Organization	FuzzyBubble Laundry Enterprise
Business Address	Lot 26, Lorong Muhibah D 45/A, Seksyen 15, 42300 Bandar Puncak Alam, Selangor Darul Ehsan.
Website/e-mail address	* www.fuzzybubble.com.my * fuzzybubblelaundry@gmail.com
Telephone Number	1-700-56-3828
Form of Business	Partnership
Main Activities	Laundry Service Facilitate Customers
Date of Commencement	January 1, 2021
Date of Registration	December 2, 2020
Name of Bank	Maybank Malaysia Berhad
Bank Account Number	005069245303

1.2 Organization Logo/ Motto



Vision
To be the best choice of commercial laundry with innovative business solution in Selangor area

Mission
To delivery valuable and cost effective service for customers' comfort and satisfaction