



UNIVERSITI TEKNOLOGI MARA
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN



COURSE	: FUNDAMENTALS OF ENTREPRENEURSHIP
COURSE CODE	: ENT300
DATE OF ISSUE	: WEEK 14
SESSION	: MARCH- AUGUST 2021
SUBMISSION DATE	: 25 JULY 2021
LECTURER NAME	: MADAM HAFINI SUHANA BINTI ITHNIN
GROUP	: AAP1144A

STUDENT NO.	NAME
2019273776	NUR ZULAIQHA HAZIQAH BINTI MOHAMAD RAWI
2019429928	NUR AFIQAH BATRISYIA BINTI MOHD ZIN
2019435838	NURUL BALQIS BINTI MUSTAFA KAMAL

TABLE OF CONTENT

CONTENT	PAGE NUMBER
EXECUTIVE SUMMARY	1
1.0 BUSINESS DESCRIPTION	
1.1 Organization Background	2
1.2 Organization Logo / Motto	3
2.0 OWNER DESCRIPTION	4
3.0 PRODUCT / SERVICE DESCRIPTION	7
4.0 ORGANIZATIONAL / ADMINISTRATIVE PLAN	
4.1 Organization Chart	8
4.2 Manpower Planning	9
4.3 Schedule of Tasks and Responsibilities	9
4.4 Schedule of Remuneration	11
4.5 List of Office Equipment	11
4.6 Organizational / Administrative Budget	12
5.0 MARKETING PLAN	
5.1 Customers (Target Market)	13
5.2 Sales Forecast	13
5.3 Marketing Strategies	14
5.4 Marketing Budget	18

EXECUTIVE SUMMARY

Twice Laundry is a laundry shop which is offering a self-dry cleaning services. This laundry brings a concept which cannot be fulfill by the others laundry nearby. For example, Dobi Santai, Dobi Lepaking and Dobi Suka which are offering unreasonable price and slow services meanwhile our laundry offering a fast service with reasonable price because we are concerned about our customer preferences. We also offer ironing and folding services for our beloved customers.

We are targeting student who are studied at UIA Gombak and busy people who live in residential nearby the laundry shop. It is because our shop is located at No 10, Jalan Prima SG1, Taman Seri Gombak, 68100 Batu Caves, Selangor. Moreover, our laundry provides 3 types of laundry need for instance detergent, softener and fragrance. These products can have reduced our customer's expenses because of these advantages that we offer to them.

Our Twice Laundry is managed by Zulaiqha with her two business partner which are Afiqah and Balqis. We also hired two workers to make sure our laundry run smoothly. Our first cost investment is RM 500,000 included the drying and cleaning machine which are needed for the laundry.

1.0 BUSINESS DESCRIPTIONS

Twice Laundry team started the business since 1st April 2021 at Prima Seri Gombak, Selangor. Based on the latest trend, the demand for laundry services is increasing, especially for dry and cleaning which is becoming more encourage due to the life standard from our population nowadays. For the contrast, Twice Laundry's profits and services revenue are projected to increase continuously starting in the first year until the following year.

Furthermore, our objective business is for always be sensitive and being flexible for any change which occur to lead the best qualification of services provided for our customers. Other than that, we are also always consistent on facing any problem in cleaning and purchasing supplies which needed for our laundry for the greatest services as to fulfil the satisfaction of our customers.

1.1 Organization Background

Name of the Organization	Twice Laundry
Business Address	No 10, Jalan Prima SG1, Taman Seri Gombak, 68100 Batu Caves, Selangor.
Website / E-mail Address	Twice Laundry / twiceLaundry14@gmail.com
Telephone Number	019 - 3208013 03 - 61770166
Form of Business	Sole Partnership
Main Activities	Provided dry cleaning, cleaning and ironing services
Date of Commencement	1 April 2021
Date of Registration	27 January 2021
Name of Bank	Maybank
Bank Account Number	130127071802

1.2 Organization Logo / Motto



Vision
<p><i>“ To be a leading, dynamic and competitive laundry services and become the No. 1 laundry in Selangor “</i></p>

Mission
<p>Serve the best quality, fast and flexible to achieve a level of satisfaction for the customers</p>