

BUSINESS PLAN OF

Café de Laundry

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ETR 300

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KEPADA SESIAPA YANG BERKENAAN

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Perakaunan di Universiti Teknologi MARA, Kampus Alor Gajah Melaka. Mereka telah ditugaskan untuk membuat penyelidikan sebagai memenuhi syarat matapelajaran ETR 300 Asas Keusahawanan

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1.0 INTRODUCTION TO THE BUSINESS

Café de laundry is the name of the business that our partnership has agreed on doing. This is a service type of business that will offer two (2) types of services and they are:

- Coin operated laundry.
- Café

1.1 Industry overview

The term coin laundry is defined as a “commercial grade self-service laundry”. The equipment is placed into service retail space. Coin operated laundries are a unique and small business in that they have no inventory or receivables, and no traditional employees. A minority of coin laundry businesses employs attendants. Laundry service is a must exist type of business in other words it is a necessity of life.

The factors that has forced our “eye-sight” towards this business is because of the position of the business that complies with the demand and the nature of the business that act as a necessity in life. Besides all that it also provides a basic health service for the public.

1.2 Potential of the business

Because Café de laundry aims to provide a very dependable and high quality laundry service and due to the concentrated population the need for quality laundry service will increase. And based on the research that we have done on a more densely populated area such as in the United States, the laundry service exist is around 35,000 and is generating several billion dollars in gross revenue annually. We belief that this is an opportunity and we want to experience it by conducting this business in Center Point Damansara. Center Point Damansara is very suitable because of the highly populated area in which the area consists of concentrated residential area and offices.

Laundry services are normally suited in highly populated area in which the public/consumers are busy and therefor the need for quality service laundry is high.