

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

BASIC ENTREPRENEURSHIP
(ETR 300)

SPRING HOME CLEANING

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APRIL 2011

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The first section of our business plan will be the introduction of our business. It consists of the purpose of business plan, company background, logo and definition, letter of agreement and background of partners. This section is important to give a simple guidance to the reader about our business plan.

The second section of our business plan will be the administrative plan. It is important to assist us in our business administration. It consists of the administration plan that will show the management of our business. Furthermore, it will help us to enhance the efficiency of the management.

The next section is the marketing plan of our business. Marketing plan will emphasize on the strategy to market our service. Plus, it also shows the target market as well as the market share before and after we enter the market.

The fourth section in business plan will be the operational plan. The operational plan will clarify the operation of our business. It will show the process during the operation of our service. For example, the way the customer made an inquiry and also the flow for the workers to carry out their work. Operational plan is important to ensure that we can run the operation of the business smoothly.