



UNIVERSITI TEKNOLOGI MARA

CONSULTATION ON RSS BAROQAH ENTERPRISE

By

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CONSULTANT **SUMMARY**

VISION

TO OPEN A NEW JOURNEY OF A SMALL BUSINESS TO A NEW PHASE OF GLOBAL SUCCESS.

MISSION

TO ENSURE A CONTINUOUS GROWTH OF ANY ORGANIZATION.

TO MAXIMIZE CAPITAL AND EXPANDING PROFITS OF ANY ORGANIZATION.

TO HELP AN ORGANIZATION SUSTAIN IN THE COMPETITIVE MARKET.

ENSURING AN ORGANIZATION ENRICH HIGH-PERFORMING EMPLOYEES IN PRODUCING PRODUCTS AND SERVICES.

OBJECTIVE

To strive for 100 percent customer satisfaction, achieve excellence, and be fully committed to continual improvement in all their business activities.

MARKETING PLAN

1. INTRODUCTION

Marketing is defines as the process by which companies create value for customers and build strong relationships between consumer and producer in order to achieve customer satisfaction.

ii. PURPOSES OF MARKETING PLAN

The laundry service is to help to reserve the quality of the clothes. To indicate the journey of RSS BAROQAH ENTERPRISE in term of connection between customers satisfaction, products performance and company marketing strength.

111. MARKETING OBJECTIVES:

- VISION:

To bring RSS BAROQAH with trade name of Sutera Pelangi Dobi to the next level of laundry services which premium in quality, price and also to become next level of commercialize laundry servicer in the world.

