



اَوْنَبُورِ سَيِّتِي تَيَكُونُ لَو كِي مَبَارَا
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DIPLOMA IN PUBLIC ADMINISTRATION

ENT300 : FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS OPPORTUNITY : HOME LAUNDRY SERVICES

GROUP : AM1104C

NUMBER	GROUP MEMBERS	STUDENT ID
1	Mohd Azri bin Abdul Manan	2016804444
2	Afifuddinfitri bin Zainuddin	2016265794
3	Nur Amanina binti Shamshulbahri	2016486416
4	Dayang Nur Syaza binti Awang Jos	2016645274
5	Mohd. Khalid bin Mohd. Mahin	2016861286

PREPARED FOR : MADAM SITI MARDINAH BINTI ABDUL HAMID

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EXECUTIVE SUMMMARY

Home laundry services is basically a new business initiative that were founded by us to help people whose scheduled were packed with their routine activities especially to students and lecturers in Kota Samarahan. We can collect your laundry from your home and sent it back to our customers as fast as you could ever imagine because we provide home to home laundry services because we are desire to give our best service to the customers. We are desire to help those people who have a busy schedule and disabled residents in Kota Samarahan. The customers do not have to waste your time and energy to go to laundry as it was costly in terms of energy and money. This is because in our home-to home laundry services, we provide services which are affordable and cheaper compared to other laundry scattered through Desa Ilmu and Kota Samarahan. Apart from that,we also provide other services such as folding and also hand wash laundry. We can guaranteed you all that our laundry services was the best and in excellent quality in Kota Samarahan as we use high quality products to wash your laundry, with a well-managed and sophisticated machines to do your laundry. Because of these services provided, we believe that our business will become famously known by the nearby citizens in Kota Samarahan. If our business are going well, we will expand our business in the Kuching city or other regions in the future and achieve its target profit at least 2 years from now .We also believe that someday these business of ours potentially have a greater demand in the market because of people nowadays did not prefer to hand-wash their clothes or even go to the laundry by themselves.

2. IDENTIFICATION OF BUSINESS OPPORTUNITY

Business opportunity can be defined as a chance for the new entrepreneur to started their business. In the other hand, business opportunity is a condition or situation whereby when someone can gain their own profit. By involving in this business opportunity, the new entrepreneur can introduced their product or services to others. The business opportunity can occur and can be create if the entrepreneur is always focus to the business matters. It is means that, if there has any chance to get involved in business opportunity, they must grab it quickly. So, once they get involved in business opportunity, a new entrepreneur must have their own idea and also their creativity to make their own product or services well known by others.

Nowadays, there many people get busy and have no time to finish their home work especially if both husband and wife are work. For example, they maybe have no time to wash their clothes. So, we, as a new entrepreneurs, wanted to introduced a home laundry services for all of the people at Kota Samarahan. No matters how age you are, we can provide you a home laundry services to you. Laundry is a place for people to wash their clothes and the other types of textiles. Due to the shortage of time of the people nowadays, we have introducing the home laundry services. Home laundry services is where the people can call us and we can deliver the laundry service to them. Through these laundry home service, people who are busy of time like the workers, they can pass their clothes to us and we can do the laundry for them. So the laundry we do for them is including folding their clothes after doing the laundry.

3. EVALUATION OF BUSINESS OPPORTUNITY

- **EVALUATING**

- A) ENVIRONMENT**

POPULATION STRUCTURE

- The population of Kota Samarahan is very large as it is the centre of education institutions like Universiti Teknologi Mara (UITM), Universiti Malaysia Sarawak (UNIMAS) and Institut Pengajian Guru Kampus Tun Abdul Razak (IPGKTAR). According to the Official Portal of the Sarawak Government, the population and housing Census is carried out in every 10 years. The last Census was conducted in 2010 and at that time, the population in Kota Samarahan is 250,622. The next Census will be conducted in another 10 years which is in 2020.

INCOME AND TASTE

- The income of this home-to-home laundry service will be profitable as this services is mostly needed for students who have not enough washing machine, dryer and time to wash their pile of clothes. The main target will also be customers who have a tight schedule and did not have the time to do their own laundry and is also aimed at senior citizen whereby they might not be able to do their own laundry because of their age and decreasing physical strength.

MEDIA AND INTERNET

- By using social media and the internet we will be able to reach our customers and achieve our target. We will advertise our business through our own official business Facebook page and also develop our own website in order for people to know more about us. We will also initiate in creating our own application whereby our customer can simply type in the details needed in order for us to collect their laundry at their convenient time. Various forms of social media like Facebook, Twitter, Instagram and so on can help us to