



**UNIVERSITI TEKNOLOGI MARA  
DIPLOMA IN BANKING**

**BUSINESS REPORT:  
LAUNDRY HOME**



**PREPARED FOR:**

**MISS FLICIA RIMIN**

**PREPARED BY:**

|                              |                   |
|------------------------------|-------------------|
| <b>HAZIQ BIN RUSLAIN</b>     | <b>2008267378</b> |
| <b>AHMAD HAFIZUDIN AZMAN</b> | <b>2008426682</b> |
| <b>MAHMOOD UMAR BIN AMIR</b> | <b>2008222418</b> |
| <b>JULIANO WILLIAM TATI</b>  | <b>2008222388</b> |
| <b>FRESNO RICO KINANG</b>    | <b>2008424498</b> |

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## EXECUTIVE SUMMARY

Laundry home is not just a normal laundry but we provide many other facilities that people can use. Laundry home does not only offer you a quality service but helps you to save time especially for the busy ones. Laundry home also provides you a clean and relaxing ambiance that makes you feel comfortable while waiting for your laundry.

Opening a business in this industry is less expensive than other laundry this is because we save our cost by hiring only 3 workers. The demand of this service in UiTM Sabah is high because for years the students here have to wash their clothes manually and hang it in a limited space. Because our target customers are students and staff, we try to help them by providing them this laundry where they could wash and dry their clothes only for 40 minutes and it could help them in saving their time from being wasted.

In order to make sure our business are successful we have prepare ourselves in term of knowledge to open about this business. We also had prepared administration plan, marketing plan, include the marketing strategy, operational plan, and the most important is financial plan to make sure the expenses not exceed the budget. We have arrange our organization chart to make sure that we carrying out our duties and in accordance with our respective goals. This is also to prevent span of control where each manager can focus to their department efficiently and effectively.

We have also prepared a marketing plan as to ensure our business is a long term investment. By creating marketing strategies is to ensure that the public knows about the existence of our business. This in to ensure that we had identified our target market, our competitor, what are the probabilities of our market share before and after entering the market. Operational plan is also important to make sure the business is able to produce product and delivery the product in the specific time by the specific customer as what had been plan in marketing plan.

Financial plan is the final step in preparing a business plan, it is important to determine the total project cost after preparing all budget that pertaining to administration, marketing and operational are complete. Lastly, we hope that our business Laundry home can be successfully organized and in the same time could gained profit.

## DECLARATION

We certify that this business proposal does not, to the best our knowledge and belief:

- I. Incorporate without acknowledge any material previously submitted for diploma in any institution of higher education.
- II. Contain any material previously published or written by another person except where due references in made in the text or;
- III. Contain any defamatory material. We also grant permission for the library at University of Technology Mara Kota Kinabalu, Sabah campus to make duplicate and copies of our business proposal for ENT300.

Signature:

General Manager: Haziq bin Ruslain

Date: 13<sup>th</sup> October 2011

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## 1.0 INTRODUCTION

### 1.0.1 Business Background

Laundry is a noun that refers to the act of washing clothing and linens, the place where that washing is done, and/or that which needs to be, is being, or has been laundered. Laundry can be considered a room or area, as in a home or apartment building, reserved for doing the family wash. Nowadays laundry is one of the important things that almost every human being will do in order to make their clothes clean and smells good. For years people wash their clothes manually (by hand) but now with the excising of the washing machine and also the drying machine people could save time to wash their clothes and not only that, they could just send it to a Laundry shop where the Laundry shop could wash their clothes for them.

Our business on the other hand is different because it is a self-services laundry where people will come and wash their clothes on their own and also cold dry their own clothes as if they are washing clothes in their own home. In order to help the students in the hostels, we take the challenge to fulfill the demand of laundry service in UiTM Sabah Campus.

Laundry is one of the services that could help students save their time from washing clothes and waiting for it to dry. This service is concerned not only with student's time but it the same time it helps students from hanging their clothes in the limited space. Other than that, our business will also provide ironing set where students who want to use it have to pay for the usage and also while waiting they could on-line or watch TV because there is Wi-Fi and also television provided.

Therefore, our group had chosen laundry service as our entrepreneurship project because it brings many benefits such as:

- Students could save more time.
- We can fulfill the demand of laundry service in universities.
- We can gain higher profit from this service.