



اُونِيُوَرْسِيْتِي تِيْكْنُوْلُوْجِي مِيَارَا UNIVERSITI TEKNOLOGI MARA

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IDENTIFICATION OF BUSINESS OPPURTUNITY

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EXECUTIVE SUMMARY

This report examines Lavendria Laundry & Dry Cleaning which is an industry that focus on value laden relationships with its clients by providing them with convenient, professional, eco-friendly, efficient, effective and hygienic laundry services, folding services and oriented dry cleaning with affordable range of prices for the benefit of customers. The business was initiated by a group of five students namely, Shahisnawi, Imran, Zhariff, Aidah and Izzah. We intend to specialize in the provision of laundry services, folding services and dry cleaning service. Their services will encompass all laundry care and cleaning value based activities, namely; dry cleaning, laundry care, drying, pressing and folding. This exciting business venture will be based in the heart of UiTM Samarahan Campus 2 at Pusat Pelajar Seri Kenyalang.

At present, the laundry service providers in UiTM Samarahan Campus 2 are overwhelmed with the number of clients. This essentially implies that the demand for laundry services is more than the supply. Most of the laundry business 'mass market' their services and do not actively cater for a specific market. Some have found themselves suffering losses owing to the fact that they do not have sufficient capacity and other necessary facilities. There are some instances where clients are turned away or simply told to collect their laundry after a number of days. This is as a result of existing businesses being under capacity. The shortfalls in terms of laundry services in UiTM Samarahan Campus 2 opens great opportunities for ventures such as Lavendria Laundry & Dry Cleaning to canvass.

IDENTIFICATION

Our project , Lavendria Laundry & Dry Cleaning is to make a business of laundry in UiTM Samarahan Campus 2, Sarawak. The reason we came up with this idea is because we want to improve and adding value to the available laundry services that will help to ease the chores work of students and lecturers that live in the campus.. The population UiTM Samarahan Campus 2 consists of students, staffs and lecturers that do not have time to wash their clothes because most of them are busy with academic and curricular activities. Therefore, they can use and acquired our laundry services in order to lighten the burden in chores work such as washing their clothes. Thus, the idea of laundry itself can also save their time because it consumed less time for them to wash and dry their clothes. At Kota Samarahan, there is a few of self service laundry such as Laundry Bar, Mama Dobi, and Aladdin Laundry. So, usually the students will go to Desa Ilmu because there are a few laundries that can give the more affordable and more quality laundry services rather than the available self-service laundry in the campus that cannot cater all the demand from the customers and sometimes it also has been reported for not functioning well. Therefore, we are pretty sure that the demand for a better and more convenient laundry services are significant to overcome the problem faced by them when using the available laundry services. Other than that, we also planned to add value to our laundry services that is by providing dry cleaning services. As far as we know, we will be the only one laundry at Samarahan that provide dry cleaning services because the nearest dry cleaning services is at Kuching. Therefore, they need to travel to Kuching and it will be costly and consume more time for the students generally, staffs and lecturers especially.

. On doing SWOT analysis, we believe that this business idea will be a successful business and increase the awareness of cleanliness. It also has a fair chance of success because they no a fierce competition because there only one laundry services exist in UiTM Samarahan Campus 2 and people can come to our laundry instead of going to another laundry at Desa Ilmu as it will save cost for their time and cost of transportation.

1.0 ENVIROMENT

1.1 POPULATION STRUCTURE

- As we all know, years by years, the population of human are increasing. There are around 2000 of students and other people such as lecturer whose staying in UITM Samarahan Campus 2 based on population there in 2019. UITM Samarahan Campus 2 is one of the academic institutions in the Samarahan District which is located about 30km from Kuching city center. Our target customers for this business are people who did not have enough time to wash, dry and even fold their own clothes. Most of UITM staff and students usually have no time to wash clothes because they are busy with their daily activities. With the increasing of population, people will be looking for a place to wash their clothes whereby they can save time and energy to wash it rather than washing it manually. Furthermore, the majority of people are mostly students and lecturers, who are staying in college, need to go to the laundry outside of the campus. Furthermore the existed laundry that fully operated in campus is only one and it is not enough for lecturer and students that stay in this college.

1.2 MEDIA AND INTERNET

- In this globalization era, every people know how to use smartphone and any other gadget even the kids know too. Social media or internet can help on attracting the society with share and create information based on what they want to imposed through online. In orders, to make our business becoming well known by people, we will create our laundry account Facebook, Instagram and Twitter and more. It is because these social media can promote the business through advertising the services or promotion of our business in the social media. By using this kind of media social, it can attract more customer because every student and UITM staff use phone as their communication to each other. By using this social media is more faster to promote our laundry services to student and other staff in UITM campus 2 since all of them used social media as their first communication to deliver