



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا  
UNIVERSITI  
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN**

**NAME OF COMPANY : MONDAY BLUES**

**TYPE OF BUSINESS : LAUNDRY AND IRONING SERVICE**

**PREPARED BY**

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**GROUP MEMBERS : NAME, UITM ID NO**

1. SHARMIN LUYAN ZULIMAN, 2017209634
2. FLORENCE SIMBA ANAK CHARLES MUNTATH, 2017218894
3. ELSYA PAMELLA ANAK LENON, 2017226908
4. REENA CHERIDA ANAK AKING, 20172211062

**PREPARED FOR**

**MDM. SITI MARDINAH BINTI ABDUL HAMID**

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## Executive Summary

Laundry and Ironing Services is one of the most high-demand services among employees, parents, married couple, a family with a huge number of family members and also students. Laundry with the ironing services is really hard to find and that is one of the reasons why our team decide to open up this services in Kota Samarahan. This service is not only doing the washing and ironing but also dothe deliver and picking up the customers' clothes. And that will make our customers will become easier to make our business as their first choice.

We are guarantee that this business will get more customers compare to the typical laundry that without ironing, delivering and picking up clothes services. In order to help those particular categories lessen their burden and wasting time to complete their house chores, our business also will probably helping them to not wasting their energy. For instance, parents that both busy with their works and have no time to complete the house chores for their children, they are most probably will not be able to be constantly doing the laundry, ironing, folding of clothes in their family everyday because of the lack of energy. And this situation also happen to most students that facing a lack of time to do their chores. So, our business will overcome those problems overall. These services is clearly help a lot.

Laundry and Ironing Services is confirming to the laws and regulations where the specifications and standards of the service also have to be considered all the time before starting the business. We set the rules and regulations before open up this services to the community in order to protect our business and also the workers within now and in the future. Before launch our own business, we obtaining our business license in purpose to hold business accountable for their actions and behaviour as well as protect the safety of the public. Then, by obtaining our license it will indicate our level of expertise a particular professional possesses.

## Concept

This concept is based on how we observed busy life as a student. Based on our observation, the students apparently do not have enough time to do their own chores and it seems like they are untidy and messy when going to the class. They are very busy with a bundle of assignments, reports, homework, test and etc. Besides, we found out that adults also having the same problem especially when they have families. This is because there is ~~increases~~ increase in number of working adults to support living in this globalization.

For these reasons, we decided to open a laundry and ironing service business. Our business will be operated during weekdays as it will open 24 hours and since it open 24 hours, we need to take employ in order to make business able to runs smoothly. Thus, our business main strategy is we are targeting and focus more to students. This is because, as student, we understand that university life is the most hectic and busy life. Besides laundry and ironing services, we also provide other services like delivery, and folding service. It is shown that this area, Kota Samarahan is one of the highest population with working adults. We believed that the people in Kota Samarahan mostly busy working and do not have enough time to do the chores. Moreover, our services enable the customers to save time due to the delivery service is provided and they just can benefit the internet.

Based on our research, Kota Samarahan has a few laundry services. It is true that the laundry services are succeed as they attract a lot of students or people even though there are many competitions surround. They are succeed because it is the need for everyone. However, our business offers more than laundry service. Instead of just laundry service, we are providing ironing service. After the laundry and ironing, the clothes will be folded if it is suitable to be folded then the delivery will be provided. For now, there is no laundry service offers the service. So, as for laundry and ironing service, we are going to be the first in Kota Samarahan.

## **Business Opportunities Identification**

Based on our research in area of Kota Samarahan, we found out some problems of the people are having , their needs and wants of the customers for our business oppurtunnities.

The structure of population is there is more adults living in this area which is mostly divided to students and working adults also not working adult such as a housewife person. It is known as town of education as they have higher purchasing power to survive in this type of globalization in order to maintain the modernism and keep track with the urbanization. However, they are very busy, having less time to do chores or household.

Besides, our technologies have growing for the past few years. There is a great development of the internet over the world. The internet have higher potential to increase pressure to improve economic performance such as for business. People are using internet to get everything they want within a few seconds. Thus , they highly demanding an easier life, did not want to waste any time, and etc by benefiting the technologies properly.

We have identified two business opportunities for us to enter this market. One of it is, an ordinary laundry outlet in one of the potential area in Kota Samarahan. This service includes washing, and drying services only. Meanwhile, the second business opportunity is a laundry and ironing service. For this type of business opportunity, it includes washing, drying, ironing, folding and delivery services also provided.

The advancement of technologies can be applied to our business. In order to utilize our business, our business offers online order, over a phone or messages(whatsapp) to notify us. However, this speciality is only can be applicable to the second business opportunity which is laundry and ironing service.

Both of our business opportunities offers the services that will help the people to minimize their house chores despite the busy life they are living and maximize their quality time. We are merely targeting the adults in Kota Samarahan to enjoy our services who are busy with their studies, works and etc. For example, students are surely busy with their assignments, tests, projects and theses. Meanwhile, working adults may be busy with their families and works. Our services also offer the best prices that affordable for everyone.