



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

SQUEAKY SHINING ROOM



CLEANING SERVICES

PREPARED BY

FACULTY & PROGRAMME : DIPLOMA IN CIVIL ENGINEERING
SEMESTER : 4
PROJECT TITLE : BUSINESS PLAN
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EXECUTIVE SUMMARY

Squeaky¹ cleaning services offers cleaning service for UiTM's students in Samarahan Campus 2. This company provide cleaning for room, toilet, and the whole hostel. We open this business for both hostel, girls and boys because we have workers from both hostel. We hired 2 boys worker and 2 girls worker.

Our mission is to help our customer to make their room clean and tidy without making them to move. We also targeting the warden that live at ground level at our hostel. While our objective is to satisfy our customer need and to provide them such a great services

Our customers can get our services through our WhatsApp number at 014-6814451 or at our Facebook page SSR Cleaning Services. Our price is rm15 for the whole hostel that include rooms and toilets. If the customer only want to clean their toilet or room only, we charge rm 4 for each room and toilet.

Squeaky shining room cleaning services company strategy is to emphasize the quality and the durability of our cleaning services. We offer the most affordable price because as we know, students don't have job and for sure they don't have fix income. Thus, we develop marketing strategy that is cheap price to attract people to have our services.

In our marketing plan, our target market are the students in UiTM Samarahan Campus 2 and the warden. The market size for this business is RM 160,560.00 per year. The market share for our company is RM 80,280.00 annually. The total sales forecast for the year 2019 will be RM80,280, while by the year 2020 and 2021 will be RM 84,294.00 and RM 88,508.70 respectively. In market budget, our monthly fix expenses is RM 100.

INTRODUCTION

NAME OF THE BUSINESS

Our company's name is Squeaky Shining Room Cleaning Services. We use 'Squeaky Shining Room' as our company's name is because we want to make our customer's room to be squeaky clean and shining after we clean it up. We hope with this name, we can attract people to use our service to clean their room.

NATURE OF BUSINESS

Our main activity of this company is room cleaning services. We clean several parts of the hostel such as room and toilet but our main goal is to clean the whole hostel.

NAME OF PARTNER

This business is proposed by four partners. They are Adri Harridhi Bin Paidi as the General Manager and Marketing Manager, Ismi Hazrul Najmi Bin Ishak as the Financial Manager, Farzlin Nur Athirah Binti Zakeria as the Operation Manager and Siti Solehah Binti Sarkawi as the Administration Manager.

DATE OF BUSINESS COMMENCEMENT

We have registered our company on 9th December 2018. Our business start to run on 1 January 2019.

FUTURE PROSPECTS OF THE BUSINESS

Our future prospects is we want to be the first choice of customers and clients in cleaning service industry in Samarahan and also around Kuching. Next, we will provide the greatest and the cleanest cleaning service and will continuously improve all aspects of our business and product. Lastly, we will create a quality standard in the cleaning service industry by using the best equipment and material to compete with other competitor.

PURPOSE OF BUSINESS PLAN

Business plan is a set of documents prepared by the management of the business to shortly tell its marketing, operational and financial objective for the near future. It provides the steps and guideline once we started our business. It also provides an idea on how to achieve the organizational goals. The business plan is very important to an new company like Squeaky Shining Room Cleaning Services company because it may help us to maintain our business longer in the market.

The business plan can be considered as everyday management. It is important to have a proper business plan so that the business will run smoothly. This is to make sure that the management of the business will not goes wrong and nothing bad-happen. Besides that, it can helps the members to understand and carry out the vision and mission of the business without any doubt. Without vision and mission, any services will not go anywhere far and success.

The business plan is needed to show the financial strength of the company especially when applying for loan to open the company further. The investor or financial institution will evaluate a company's ability to handle more debt. The business plan documents the company's cash flow need. Business plan also provide a detailed description about the company assets and capitalization. If the company has a very good business planning, they may be interested in investing the company for business. So, good business plan will always play on role to the company to get their fund for financing business activities

The business plan is used to set performance targets, guide decision making or assess personnel performance in terms of their ability to meet objectives set in the business plan. A company's performance and progress can be measured within planned goals involving sales, expenditure, time frame and strategic direction. Business plan also help an entrepreneur to identify and focus on potential problem areas.