



## **FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ENT300)**

**BUSINESS PLAN:**

**CLEANING SERVICE  
(WASH.LY ENTERPRISE)**



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## **EXECUTIVE SUMMARY**

Wash.ly Enterprise is a private firm that provides cleaning services to the general public, with a focus on working adults who are too busy or exhausted to clean their homes after a hard day at work. Because all of our employees are highly trained for their jobs, our service is guaranteed to be satisfactory and professional. Furthermore, we employ the most up-to-date technologies to ensure that the property we clean is pristine and dust-free. It is our highest responsibility to ensure that our clients are happy with our services.

Wash.ly Enterprise is beneficial to a diverse group of people. Wash.ly Cleaning and Sanitizing Services will concentrate on two socioeconomic groups. The first is rich, with only one life partner working. Despite the fact that the other life partner is at home and could clean, he/she chooses not to. The two-pay family is the second segment of the market on which we are concentrating our efforts. The two friends work long shifts and don't have much time to clean or do laundry. It's also critical that we're dependable and capable. We'll be handed a key to a piece of an empty house. We pay close attention to that trust.

The head office of Wash.ly Enterprise is located in Bandar Seri Alam, Johor, where all client services are provided. Wash.ly Enterprise is noted for its great customer service, which ensures that no one will be forgotten or left behind when utilising the company's services. We also prepare multilingual customer service so that clients may communicate effectively despite language barriers. The website will be available in a variety of languages, ensuring that consumers have a positive experience contacting us.

## **1.0 BUSINESS DESCRIPTION**

### **1.1 LOCATION**

A location strategy is a technique for finding the best site for a business by analysing the company's needs and objectives and then looking for locations that meet those needs and objectives. In general, this means that the company will try to maximise profit while avoiding expenses and risks. Bandar Seri Alam, Masai is the ideal site due to its strategic location. Because family life in Johor area is dominated by working husbands and wives, this service is ideally suited to this area, which has a high population density and can rapidly grow this business. As a result, the logistical, feasibility, and facility issues are approaching zero percent.