



اَبُو سَيِّدِي تَكْمُو لَو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**QUEEN'S LAUNDRY**

**PREPARED BY**

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## **EXECUTIVE SUMMARY**

Queen's Laundry will be presented in the business plan. The dry cleaning and laundry services are the primary emphasis of the business. This business began its operations on May 1, 2020, with a beginning capital of RM100,000 and a business ownership structure in the form of a partnership. The partnership is composed of five individuals with a variety of additional credentials. In a manner that is comparable to the mission and vision of the company, which is to be the laundry service of choice for the general public and to provide high-quality dry cleaning and laundry service at reasonable prices, this company was established for the purpose of pleasing the daily life of our target market. In addition to this, the company's mission and vision include the following: Undergraduates, single persons, workers, and families living in Section 7 who do not own a washing machine at home make up the bulk of Queen's Laundry's target market. The company also serves families with children. We anticipate a daily revenue of around RM2,000 and an annual revenue of approximately RM740,000 if our sales projection of 3 percent of the total market size is accurate. The five key employees that make up the management team of Queen's Laundry are referred to as Nuraisha Syafiqah, Sharifah Amisha Zuhaila, Siti Nur Aqilah, and Nur Athirah. Anis Adani rounds out the team. This is a trip that may be made easier with our combined knowledge and expertise in a variety of sectors.

### Purpose of preparing business plan:

A business plan is a written document that provides a complete description of a planned company or project that is to be carried out in the future. The objective is to serve as the first stage of a training course before beginning a business. This business plan is very significant for a young company like ours since it has the potential to assist us in remaining competitive for a longer period of time in the industry. It also serves as a guide for us in the process of establishing, planning, managing, handling, and regulating our firm in terms of day-to-day operations, budget, financial projection, strategy, target market, and even long-term objectives.

## **2.0 ADMINISTRATION PLAN**

### Business Mission:

- To provide our customers with the finest laundry room operations whilst also delivering exceptional quality of service.
- To be the laundry industry's Center of Excellence.
- To provide high-quality dry cleaning and laundry services at reasonable prices.

### Business Vision:

- To be the industry leader and preferred laundry service provider by consistently pursuing excellence in all that we do. We will continue to be trusted for our integrity, admired for our innovations, respected for our business practises, and celebrated for our achievements.

### Business Objective:

- To give the customer confidence in the quality of service provided and to make them feel the value of the service provided.
- To adopt world-class practices and invest in cutting-edge technology.
- To consistently provide laundry business solutions in any related field.
- Attracting and developing the best talent in the industry.
- To achieve high levels of customer satisfaction and retention.