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EXECUTIVE SUMMARY

Our business name is Le' Laundry. This business formed based on the partnership ventures of six people whom also act as managers in the business. Basically, our core business is to provide a laundry service especially for the UiTM students and staffs in the new SAMARAHAN 2 campus. Aside from just providing regular services, we are also providing a pick up and drop service whereby we will collect clothes to be wash from them and deliver it back.

As for our business here, basically Le' Laundry means "The Laundry". We picked a French article which is the *Le'* to make it a little bit different even if it is just a simple name because less is more. Based on our motto "High Piles, No More!" we aim to give a hand to especially the students in the new campus in doing their laundry. As we can see, the hostel does not provide a very conducive place to dry off the clothes after washing and even the drying lines are not enough for the members in the house. They need to take turn and this is as well make the dirty clothes piled up. Our business provides assurance that the clothes send by students or staffs will be returned to them in original conditions, except it is cleaned.

In our company, the top management was conducted by our shareholder themselves. Starting from the General Manager which is going to be held by Nor Azilawaty binti M Ikhsan. Our Marketing Manager will be taken by Jurainah binti Marali and our Operation Manager is going to be held by Mohd Syafiq Akmal bin Abdullah. The Administration Manager will be taken by Norhazerah binti Yussop and the Financial Manager will be held by two person which are by Hazuwan bin Ali and Jeffery Laing.

The management team will be led by the General Manager and the other manager will help in other process. The general manager is responsible in controlling, leading, organizing, as well as planning the entire business. The administrative manager will responsible in concerns regarding to office administration. The marketing manager will responsible in preparing the marketing process which include the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation manager will be controlling and monitoring all the operation of our business. This is where quality control and productivity will take place in order to improve the efficiency of the workers. Finally, the financial manager will be handling matters concerning financial matters such as preparing the budgets and financial statement for each department. All the financial statement need to be properly taken care of by our financial manager

INTRODUCTION

Business plan is important because it explains about the activities, strategies, financials, operations and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from the business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

Le' Laundry is a business which ventures in services and has the concept of serving laundry services to students and some staffs of UiTM KOTA SAMARAHAN 2. This business had been agreed to abide to all terms of the partnership to contribute some capital according to the allocated shares. Besides that, it proves that the reason why we choose partnership as our form of business is due to the fact that we are able to share all profits as well as contributes ideas, knowledge and experiences in order for the business to achieve a constant high productivity. There is a saying, "two is better than one", which means that the more the people who do the work, the better result can be achieved.

The main reason of existence of Le' Laundry is to give and provide the best services to UiTM students and staffs. We are pretty sure that they must have been looking for the nearest laundry, plus this campus is a new campus. The drying lines provided for each house are not enough for the members of the house and many of them are not directly exposed to sunlight. This caused difficulties to many students it took a longer for the clothes to dry off. Eventually, this is making their dirty clothes to pile up.

Besides, there is no washing machine provided in the hostel. Some students might sometimes feel tired or lazy to wash the clothes by hand so with our concept, we are planning to provide laundry services to lighten their burden. All of the services come with a reasonable price as our main target customers were students and staffs. With our new concept, we believe that we can give an impact to our competitors in Desa Ilmu such as Port Laundry, Dobi Cuci 4 U Laundry and Zaza Laundry.

We decided to choose UiTM Kota Samarahan 2 as our main business location because there is no nearby laundry for the students to go except for Desa Ilmu. By this, students are lazy to bring their dirty clothes in the bus just to get to the laundries there. It is very convenient as it is nearer to the hostel as it is situated inside the campus itself. In our

INTRODUCTION

Marketing is defined as the process or activities of promoting, selling, and distributing a service. That means, marketing is also activities that direct the flow of goods and services from producers to consumers as long as the activities are in the line with religious and ethical practices. Every marketing plan must be based on their company or firm's mission statement which is a definition of why it is in business. To arrive at this definition, marketer gathered information about the wants and needs of current and prospective customers besides the features of competitive landscape.

Actually, all good marketing plans begin with a comprehensive and intimate understanding of the goals of the company. Then, marketing is the basically an exchange activity that take place between a business entity and its customers. Marketing also involves identifying the customers, which is known as a target market. So, all marketing activities must satisfy customer needs and at the same time achieves the target profits.

Our business, Le' Laundry has developed some plans and strategies to tell and to inform our customer about the services that we offered. Other than that, marketing plan must include a clear strategy to let people or customer in our target know how they will benefit from that services.

Everyone in company should fully supports the company goals and gives their efforts to achieve them. There are strategies need to be followed to build marketing plan.

There are several steps in preparing a marketing plan for business such as product or services, target market, market size, competition, market share, sales forecast, marketing strategy and marketing budget. by referring to this, it will help us to achieve a marketing goals of business.