



اَوَيْتُوْا سِيَّتِي تِي كُوْلُوْا بِرِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA

CAWANGAN PASIR GUDANG

FACULTY OF MECHANICAL ENGINEERING

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

TRIPLE A & P SDN BHD

(LAUNDRY SERVICE)

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EXECUTIVE SUMMARY

Triple A & P is a new limited liability company that will be founded in Kota Masai, Pasir Gudang, Johor. The firm will offer four services: dry cleaning, wash and fold, curtain cleaning, and ironing. The business provided frequent residential pick-up and delivery services. Triple A & P is a full-service laundry committed to constantly offering great customer satisfaction by providing dependable machines and a clean, pleasurable environment at a competitive price and value connection. The time is ideal for launching this new enterprise. After two months of hunting for the ideal spot, one was eventually identified. The need for washing services, the owner's dreams to one day establish his own laundry business, and the skills to support the enterprise all combined to make it a lucrative business possibility. Customers have the option of paying at the time of delivery or by monthly credit card invoicing. We will mail statements to each contract client at the end of each month, itemising service prices and charging the service to their credit cards for payment. The company offers a new door-to-door service in Kota Masai and nearby areas that will undoubtedly pique the interest of customers. Working consumers may find this service useful and wish to test it. If they are pleased with the service, they will most likely become repeat clients. When patronage is consistent, people become devoted clients of the service. These clients will tell their friends and co-workers about Triple A & P. Triple A & P's image will improve as more clients utilise our service, and we will gain market share. We are launching the company with a total capital of RM50,000, with contributions ranging from RM 1,500 to RM 9,000, and a loan of around RM150,000 from Bank Islam. We employ four people: the general manager, the administrative manager, the operational manager, the marketing manager, the finance manager, and the production manager. Our market target client characteristics include busy employees, busy families, students, and individuals in the neighbourhood. With our business financial situation statement, we feel we will be able to reach our business aim. We will receive our return mode in a short period of time, and our current ratio will meet our liabilities and place our firm in a comfortable stage.

ADMINISTRATION PLAN

1.1 MISSION

To make our clients' lives easier and more convenient. To be the most preferred cleaning and laundry services by being dependable in our work.

1.2 VISION

To become another Malaysian company that provides services that meet the needs of customers and thus become a monopolist in the industry by expanding our franchise in Malaysia.

1.3 OBJECTIVES

- a) To growing our business at a sustainable rate while profiting.
- b) To ensure that the laundry can meet the needs of our customers.
- c) To maintaining a friendly working environment in which employees feel safe and enjoy their jobs, with opportunities for advancement based on effort and hard work.
- d) To providing a one-of-a-kind service to our community by alleviating the burden of doing one's own laundry in the most environmentally friendly manner.

1.4 NAME OF THE BUSINESS



TRIPLE A & P SDN BHD

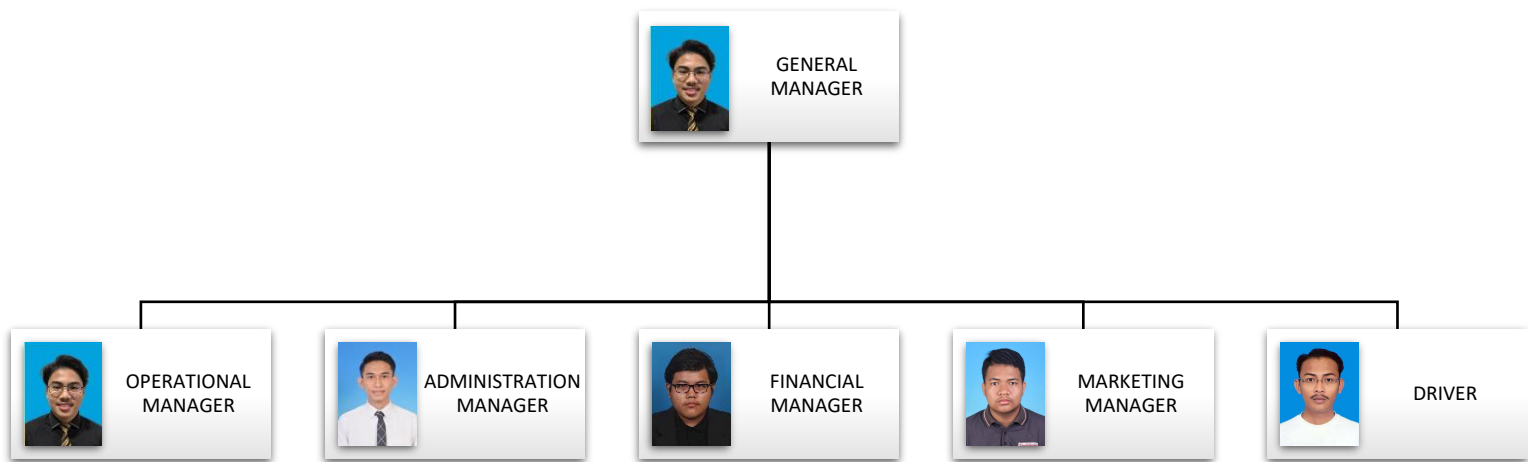
LOGO DESCRIPTION:

For the logo, we are really put a mean on words or colours that we use. For the company's names, TRIPLE A & P, the Triple A and P is taken from our member's initial alphabet names which is Aiman, Adam, Aniq and Pie.

As for the colour, we choose blue and yellow because yellow represents cheerfulness while dark blue represents trust and responsibility. It represents as attractive medium for our business to attract customers.

For the logo, it represents as a symbolic of our laundry which offering additional services such as pick-up and delivery services.

1.5 ORGANIZATIONAL CHART



1.6 ADMINISTRATION PERSONNEL SCHEDULE

POSITION	TASK AND RESPONSIBILITY
<p>General Manager Aiman Zahid</p>	<ul style="list-style-type: none"> • Ensure the company objective and mission can be achieved according to the plan • Analyze every department report
<p>Administration Manager Aniq Iqmal</p>	<ul style="list-style-type: none"> • Management of staff's salary payment, EPF and SOCSO • Update and maintain database with accurate client information.
<p>Marketing Manager Adam Afiq</p>	<ul style="list-style-type: none"> • To set a strategic marketing plan for the company and identify new marketing opportunities. • Analyze strengths and weaknesses of the company and strengths and weaknesses of our competitors. • Oversee the marketing budget for the company
<p>Financial Manager Mohamad Syafie</p>	<ul style="list-style-type: none"> • Keeping track of a company's finances • Prepare financial statements, business activity reports, and forecasts • Analyze market trends to identify opportunities for expansion or acquisition of other businesses.

<p>Operational Manager Aiman Zahid</p>	<ul style="list-style-type: none"> • Responsible for the material handling, storage, and dispatching • To set a rules and procedure for staff to follow in order for department run smoothly
<p>Driver Ismail Ibrahim</p>	<ul style="list-style-type: none"> • Person in charge for pickup and deliver customer garments

1.7 REMUNERATION SCHEDULE

POSITION	NO	MONTHLY SALARY	EPF	SOSCO	TOTAL
General Manager	1	RM 2,500.00	RM 325.00	RM 43.75	RM 2,868.75
Administration Manager	1	RM 2,200.00	RM 286.00	RM 38.50	RM 2,524.50
Marketing Manager	1	RM 2,000.00	RM 260.00	RM 35.00	RM 2,295.00
Financial Manager	1	RM 1,700.00	RM 221.00	RM 29.75	RM 1,950.75
Operational Manager	1	RM 1,500.00	RM 195.00	RM 26.25	RM 1,721.25
Driver	1	RM 1,200.00	RM 156.00	RM 21.00	RM 1,377.00
TOTAL					RM 12,737.00

ITEM	PRICE / UNIT	QUANTITY	TOTAL
Chair	RM 100.00	2	RM 200.00
Telephone	RM 64.00	1	RM 64.00
Printer	RM 163.00	1	RM 163.00
Office Desk	RM 200.00	1	RM 200.00
TOTAL			RM 627.00

1.8 ADMINISTRATION BUDGET

An administration budget is a formal, detailed financial plan for a company's upcoming period. An administrative budget is typically prepared on an annual or quarterly basis, and it identifies the costs of running a business that are not related to the production of a product or service. Non-production and supervisory payroll, depreciation, amortisation, consulting, sales, dues and fees, legal fees, and marketing, rent, and insurance are all examples of costs. The budget enables management to exert control over the business's day-to-day operations. This administration budget is important for the entrepreneur who is starting a new business so that the budget does not become overburdened and the business can achieve its goals.

ITEMS	FIXED ASSETS	MONTHLY EXPENSES	OTHER EXPENSES
Furniture and Fittings	RM 627.00		
Renovation	RM 500 .00		
Vehicle		RM 93.00	
Salary (EPF and SOCSO)		RM 2,524.50	
Rent		RM 4,000.00	
Utilities		RM 550.00	
Business Registration			RM 60.00
Business Licence			RM 20.00
Road Tax / Insurance			RM 840.00
TOTAL	RM 1,127.00	RM 7,167.50	RM 920.00

MARKETING PLAN

Profits and expansion are the logical goals of running a firm. This is a truth that we cannot ignore since no one on the business will operate a firm just to exhaust their starting capital and waste their money. This is where the importance of a marketing strategy comes into play, as it is one of the primary measures that will directly contribute to the achievement of our business goal. Marketing operations involve assessing and satisfying current and prospective customers, setting prices, and pricing policies, devising distribution methods, and interacting with customers. This is not a minor task that can be completed by a single individual, but it requires the participation of everyone in the company. As a result, every businessperson must be introduced to the fundamentals of marketing.

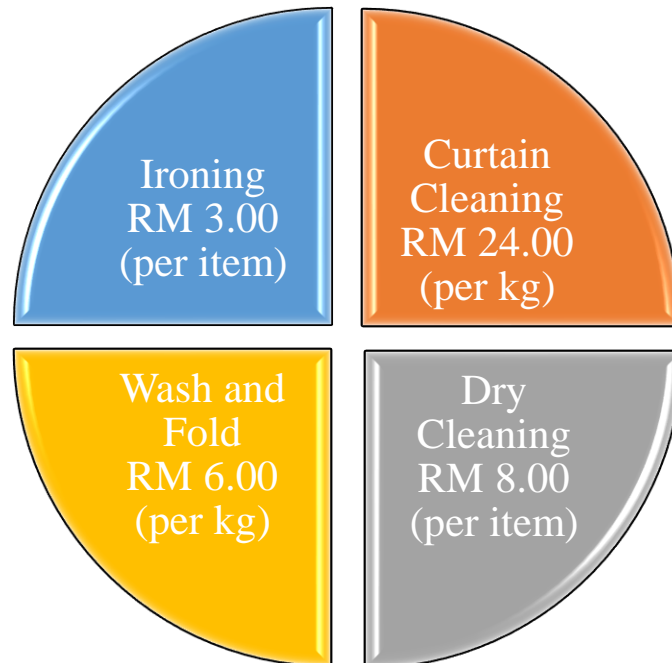
A marketing plan is essentially a written document that serves as advice in the marketing industry, frequently referred to by the marketing manager. Marketing actions such as planning activities linked to accomplishing the marketing aim and changes in the marketing environment are included. It also serves as the foundation for all marketing strategies and decisions. It is recommended that every marketing manager be aware of this issue so that they can ensure that all plans are operating well and that errors are avoided so that the company's goals and objectives may be met.

Our company will adopt numerous strategies to ensure that our service will entice more clients to try and visit our centre. In addition, we will periodically update our esteemed customers on our operations so that they are fully informed and do not feel left out because we do not care about their sentiments or point of view. To meet our sales objective, TRIPLE A & P SDN BHD will also focus on the target market, rivals, and promotional techniques in marketing services. Our primary goal as a company is to increase profits while maintaining client happiness. For this reason, it is necessary for our organization to devise and implement strategies for increasing customers' satisfaction and gaining their confidence.

MARKETING OBJECTIVE

- To overcome other rivals in this industry by adopting a well-planned company strategy.
- To obtain our customers' respect and confidence by meeting their requirements and requests.
- To attract additional clients from industries other than our target market.

2.1 PRODUCT DESCRIPTION



2.2 TARGET MARKET

Customers are a group of purchasers or a target market that companies are attempting to acquire to utilize their service and purchase their goods. It is critical for our company to define the target market so that they can analyze and anticipate the number of actual and potential clients in the market who would really utilize the company's service since they will be the ones who produce sales and contribute to our company's business. Aside from that, selecting the target market is important so that we can estimate and conduct an early estimate on if our product and service is good enough to compete with other rivals. This is also known as market opportunity analysis (MOA). According to the research, there are three broad tactics for picking the target market: appealing to the entire market with a single marketing mix, focusing on one segment, or appealing to numerous market segments with different marketing mixes.

TRIPLE A & P SDN BHD will provide services and a delivery platform in our laundry. We have chosen to open our first branch in Taman Kota Masai in order to carry out our business plan. Our chosen area is essentially a tiny municipality with a lot of residents and students but it has enormous development potential. Our company is positioned between the industrial and private sectors, which is our key goal because the majority of our customers are busy employees who need clothes for their job. Time is of the importance in today's fast-paced culture, and with many people becoming white collar jobs and busy professionals, individuals just do not have the luxury of time to do laundry for themselves. Adding domestic activities like washing cleaning to their already hectic schedule is stressful and impossible. Outsourcing the labour to a laundry service is a terrific way to save time.

Our secondary focus will be the residents of Pasir Gudang who live in apartments, condominiums, and public housing. Many of them, particularly those from busy families, do not have time to wash their clothes. As a result, this may be our secondary primary target market for our services. In addition, our laundry is close to Uitm, UniKL, and educational institutions, thus our third target market is primarily students.

With the services provided by TRIPLE A & P SDN BHD, all customers need to do is phone us and we will come and collect it and deliver it straight to their door. Consider how much time you might save by not washing, drying, or ironing your clothes. You pay a price for someone to do your laundry for you. A simple transaction to free up time for yourself instead of spending it after work doing your own laundry.

TRIPLE A & P SDN BHD's target market focuses on demographic and psychographic segmentation, with marketers often relying on demographic and psychographic data since it is easily obtained and has a direct impact on customers' lifestyles, impacting our company's success. Age, gender, income, ethnic origin, and family lifestyle are all frequent grounds for demographic segmentation. There are currently two washing companies in Taman Kota Masai. So, by constructing our laundromat, which includes supplying services and a delivery mechanism, we are certain to have a positive response and popularity from the residents.

2.3 MARKET SIZE

Market size is often defined as the number of prospective customers situated in a group of targeted markets, including the fraction held by existing rivals with the same target market. We determined that there are around 35,000 individuals residing in the Pasir Gudang area after performing some study. There are actually 10km-15km of cover surrounding Pasir Gudang. The estimated family population ranges from 500 to 800 families. Pasir Gudang's population is 80 percent Malays, with the remaining 20 percent made up of various ethnicities such as Chinese, Indians, and others. This study and poll included people of various ages, including adults, teens, and children. The market size obtained is as follows:

	PERCENTAGE (%)	NO. OF PEOPLE
ADULT	45	15,750
STUDENTS / TEENAGERS	40	14,000
FOLKS	15	5250
TOTAL POPULATION	100	35,000

From 35,000 people, we had targeted about 80% as our target market to increase our sale:

Busy Workers	45%
Students	28%
Housewife	7%
TOTAL	80%

Target Market = Population Size x Target Market Percentage
= 35,000 x 80%
= 28,000 x RM 50 (people willing to pay for our laundry services)

Market Size = RM 1,400,000

SALES FORECAST

The expected income for TRIPLE A & P SDN BHD Company:

Sales Forecasting for Triple A & P Sdn Bhd for 2023

Month	Sales Collection
January	RM 25,224.00
February	RM 25,420.00
March	RM 25,096.00
April	RM 27,870.00
May	RM 31,600.00
June	RM 32,896.00
July	RM 29,080.00
August	RM 29,448.00
September	RM 34,316.00
October	RM 35,780.00
November	RM 37,050.00
December	RM 37,360.00
TOTAL	RM 371,140.00

Second- and Third-Year Sale Forecast

Year	Total Sales
Jan 2024 – Dec 2024 (Increase 5%)	RM 389,697.00
Jan 2025 – Dec 2025 (Increase 10%)	RM 408,254.00

Month	Types Of Packages	Unit	Price (RM)	Sales (RM)
January	Wash and Fold	1800	6.00 per kg	10,800.00
	Dry Cleaning	550	8.00 per item	3,300.00
	Curtain Cleaning	161	24.00 per kg	3,864.00
	Ironing	2420	3.00 per item	7,260.00
	TOTAL	4931	41.00	RM 25,224.00
February	Wash and Fold	1800	6.00 per kg	10,800.00
	Dry Cleaning	515	8.00 per item	4,120.00
	Curtain Cleaning	125	24.00 per kg	3,000.00
	Ironing	2500	3.00 per item	7,500.00
	TOTAL	4940	41.00	RM 25,420.00
March	Wash and Fold	2000	6.00 per kg	12,000.00
	Dry Cleaning	422	8.00 per item	3,376.00
	Curtain Cleaning	130	24.00 per kg	3,120.00
	Ironing	2200	3.00 per item	6,600.00
	TOTAL	4752	41.00	RM 25,096.00
April	Wash and Fold	2455	6.00 per kg	14,730.00
	Dry Cleaning	450	8.00 per item	3,600.00
	Curtain Cleaning	110	24.00 per kg	2,640.00
	Ironing	2300	3.00 per item	6,900.00
	TOTAL	5315	41.00	RM 27,870.00
May	Wash and Fold	2500	6.00 per kg	15,000.00
	Dry Cleaning	395	8.00 per item	3,160.00
	Curtain Cleaning	200	24.00 per kg	4,800.00
	Ironing	2880	3.00 per item	8,640.00
	TOTAL	5975	41.00	RM 31,600.00
June	Wash and Fold	2800	6.00 per kg	16,800.00
	Dry Cleaning	482	8.00 per item	3,856.00
	Curtain Cleaning	135	24.00 per kg	3,240.00
	Ironing	3000	3.00 per item	9,000.00
	TOTAL	6417	41.00	RM 32,896.00

July	Wash and Fold	2500	6.00 per kg	15,000.00
	Dry Cleaning	455	8.00 per item	3,640.00
	Curtain Cleaning	140	24.00 per kg	3,360.00
	Ironing	2360	3.00 per item	7,080.00
	TOTAL	5455	41.00	RM 29,080.00
August	Wash and Fold	2555	6.00 per kg	15,330.00
	Dry Cleaning	480	8.00 per item	3,840.00
	Curtain Cleaning	135	24.00 per kg	3,240.00
	Ironing	2346	3.00 per item	7,038.00
	TOTAL	5550	41.00	RM 29,448.00
September	Wash and Fold	3000	6.00 per kg	18,000.00
	Dry Cleaning	394	8.00 per item	3,152.00
	Curtain Cleaning	186	24.00 per kg	4,464.00
	Ironing	2900	3.00 per item	8,700.00
	TOTAL	6480	41.00	RM 34,316.00
October	Wash and Fold	3200	6.00 per kg	19,200.00
	Dry Cleaning	700	8.00 per item	5,600.00
	Curtain Cleaning	145	24.00 per kg	3,480.00
	Ironing	2500	3.00 per item	7,500.00
	TOTAL	6545	41.00	RM 35,780.00
November	Wash and Fold	3325	6.00 per kg	19,950.00
	Dry Cleaning	660	8.00 per item	5,280.00
	Curtain Cleaning	135	24.00 per kg	3,240.00
	Ironing	2860	3.00 per item	8,580.00
	TOTAL	6980	41.00	RM 37,050.00
December	Wash and Fold	3500	6.00 per kg	21,000.00
	Dry Cleaning	500	8.00 per item	4,000.00
	Curtain Cleaning	140	24.00 per kg	3,360.00
	Ironing	3000	3.00 per item	9,000.00
	TOTAL	7140	41.00	RM 37,360.00



Graph Sales Forecast by Month

2.4 COMPETITORS ANALYSIS AND MARKET SHARE

Competitors

When there are competitors, other businesses that offer the same sort of service in the same region and to the same target market as ours, competition arises. This is something we cannot prevent because new competitors will always enter the target market. Because our TRIPLE A & P SDN BHD is still in its early stages, there are other businesses that have already begun operating in the same industry as ours. In Pasir Gudang, there are primarily two competitors, both of which are based in Pasir Gudang. With knowledge of other rivals' strengths and weaknesses, we will increase our chances of success.

Competitors that we are considering:

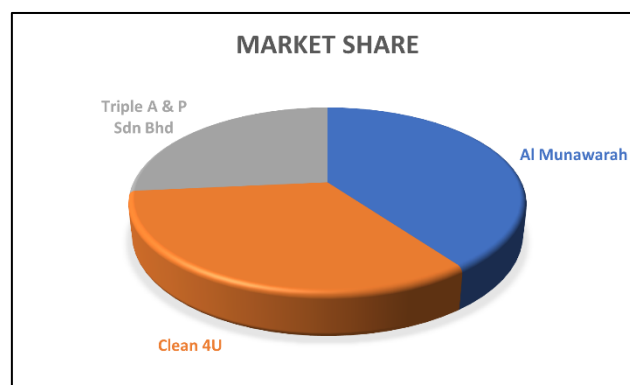
Competitors	Strength	Weakness
Al Munawarah	<ul style="list-style-type: none">• Well known around Pasir Gudang• Have their own regular customers	<ul style="list-style-type: none">• Limited packages choice• No delivery services and warranty• Service hour too short• Low promotion
Clean 4U	<ul style="list-style-type: none">• Already established and well known in Pasir Gudang• Strong brand name	<ul style="list-style-type: none">• Bad environment• Low promotion• No delivery services and warranty

MARKET SHARE

For the time being, we have two company competitors in Pasir Gudang who provide the same service. Furthermore, our competitors only provide service in their store and do not provide delivery services. So, prior to the engagement of our business TRIPLE A & P SDN BHD, two of our main competitors have 55% and 45% of the whole market share, respectively, and may earn around RM 1,410,000 every year. The table below compares the before and after effects of incorporating the TRIPLE A & P SDN BHD company:

Competitors	Market Share	Total Per Year (RM)
Al Munawarah	55%	770,000.00
Clean 4U	45%	630,000.00
TOTAL	100%	1,400,000.00

Competitors	Market Share	Total Per Year (RM)
Al Munawarah	40%	560,000.00
Clean 4U	33.49%	468,860.00
Triple A & P Sdn Bhd	26.51%	371,140.00
TOTAL	100%	1,400,000.00



2.5 MARKETING PERSONNEL SCHEDULE

POSITION	TASK AND REponsibility
Marketing Manager	<ul style="list-style-type: none">• Introducing the company's product to customers• Prepared and submitted the department report to the senior management.

2.6 REMUNERATION SCHEDULE

Position	No.	Monthly Salary (RM)	EPF (RM)	SOCSSO (RM)	Amount (RM)
Marketing Manager	1	2,000.00	260.00	35.00	2,295.00
Total	1	2,000.00	260.00	35.00	2,295.00

2.7 MARKETING MIX

TRENDS

There must be a trend or reason that contributes to the business opening in every business carried out by the entrepreneur. The services and delivery method in our laundry will be provided by the TRIPLE A & P SDN BHD organisation. We have chosen to build our first branch in Pasir Gudang to carry out our business plan. Our chosen area is essentially a tiny municipality with a lot of residents, but it has enormous development potential. Our firm is positioned between the government and private sectors, which is our key goal because the majority of our customers are busy employees who need clothes for their job.

Based on industry trends, there are various factors influencing the market growth of this sector. Time is of the importance in today's fast-paced culture, and with many people becoming white collar jobs and busy professionals, individuals just do not have the luxury of time to do laundry for themselves. Adding domestic activities like washing cleaning to their already hectic schedule is stressful and impossible. Outsourcing the labour to a laundry service is a terrific way to save time.

Our secondary focus will be the residents of Pasir Gudang who live in apartments, condominiums, and public housing. Many of them, particularly those from busy families, do not have time to wash their clothes. As a result, this may be our secondary primary target

market for our services, and this condition could contribute to market expansion. In addition, our laundry is close to UiTM and UniKL, two educational institutions, and our third target is mostly students.

With the services provided by TRIPLE A & P SDN BHD, all customers need to do is phone us and we will come and collect it and deliver it straight to their door. Consider how much time you might save by not washing, drying, or ironing your clothes. You pay a price for someone to do your laundry for you. A simple transaction to earn that extra time for yourself instead of doing your own clothes after work.

MARKETING STRATEGY

Marketing strategies are crucial factors mostly used by entrepreneurs to entice customers to select given services or purchase products, as well as to achieve marketing objectives in delivering customer pleasure while providing businesses with a competitive edge. In order to be successful in business, a firm must have an effective and efficient market strategy plan for both the long and short term. Because it is the most powerful strength in achieving customer satisfaction and demand, the firm must employ a variety of techniques to advertise its services or goods. Marketing plans are often comprised of four key phases, sometimes referred to as the 4 P's of marketing. If these stages are carefully followed and planned, it may result in a creatively blended connected and independent marketing efforts.

TRIPLE A & P SDN BHD has a promising future in its business field and is projected to earn more profits owing to a variety of variables. Our organization will provide exceptional services in order to please our customers while also generating a profit. In order to meet our goal, our organization will implement marketing methods such as introducing the service supplied, determining the pricing, choosing a strategic location for our company, and conducting some advertising.

In other words, marketing techniques are important to fulfilling our company's goal through introducing and attracting customers. That is why the TRIPLE A & P SDN BHD firm bases its marketing approach on the 4P's formula, which stands for:

1. Product
2. Price
3. Place distribution
4. Promotion

PRODUCT STRATEGY

We have numerous strategies in our business to attract these types of our customers based on their professions, level of education, and lifestyle to choose our laundry service based on our target market, which is busy employees, students, and housewives.

Our main and primary target customers are busy employees. This group consists primarily of people aged 25 to 35 who work in the government or industrial sector in the vicinity of Pasir Gudang. Most busy employees do not have time to handle their dirty laundry, thus supplying this service to them will be a gold mine for us to grow our business. Other than that, we also make an agreement to make business partner with catering company. Because they are so busy at work, supplying such services will assist to alleviate their stress of dealing with dirty clothes. This will undoubtedly entice them to use our services and recommend us to their friends and relatives.

Second, university students are our target market. Nowadays, university students are so preoccupied with their assignments or projects that they don't have time to clean their own laundry. So, we adopt an alternate approach to serving this group of customers so that they do not have to worry about managing dirty laundry and also about how they will deliver their laundry to our shop because we give home picking and delivery service. We also make a tender with boarding school and universities. This gives them greater confidence in choosing our services because we offer doorstep picking and delivery to our customers.

Finally, housewives are our target market. Because they are preoccupied with housework, many women choose to send their dirty clothing to a washing service. This will result in an increase in sales of our services. Furthermore, our services are accessible in a variety of bundles, allowing clients to make an informed decision.

For the product strategy, our company emphasis on a few aspects which is quality and cleanliness. Below are the aspects that we emphasis:

a) Quality

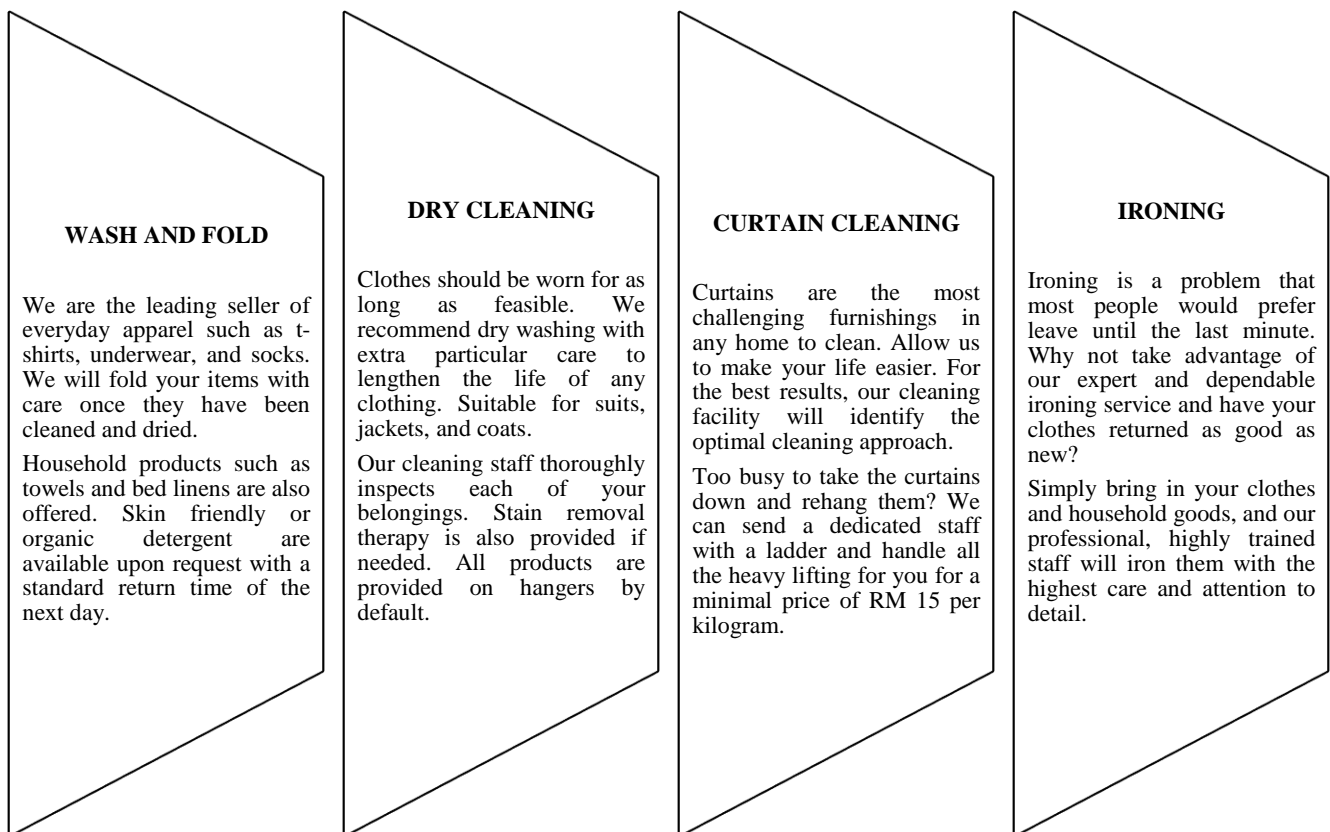
The quality of a service given can be a significant positioning element for a corporation in terms of product strategy. TRIPLE A & P SDN BHD only provides high-quality service in order to attract a large number of customers since people are constantly looking for the greatest quality available. We provide high-quality service that is consistent and can meet the needs of our customers. Because we provide laundry services, consistency of service is critical, and customer happiness is our top focus to guarantee that our company meets its objectives. The consistency of service that we provide to our customers, such as home collection and delivery on time, clothing that are cleaned clean and neat, and the use of high-quality detergent to guarantee that the laundry smells pleasant. We now know that some laundry businesses used low-quality detergent and handled laundry improperly, which might result in harm to the garments and other laundry. Some businesses use low-quality soap to increase profits and save money on pricey detergent, but they don't care about customer pleasure. Its company has maintained loyalty by not deceiving or taking advantage of our customers. We handle your laundry with care, using only the best cleaning products and processes. It's all about the premium measures that every laundry should take. Aside from that, we use high-tech machines to ensure that the services provided meet our standards.

b) Cleanliness

In terms of cleanliness, our company will guarantee that the laundry service that we provide to our customers fulfills their requirements in terms of cleanliness, as we know that people nowadays really want to have a laundry service that keeps their cleanliness, whether the shops or the staff cleanliness. Not only must the shop be clean, but our customers must also observe our attendants cleaning out the washer drums after they have been used, inspecting the dryers for foreign items, and inspecting the detergent dispensers. It is critical to remain clean, and it is also critical that our customers see us doing so.

c) Service Package

Next, unlike other laundry companies, our laundry company provides a greater range of services such as wash and fold, dry cleaning, curtain cleaning, and ironing. We also provide home pickup and free delivery to our customers who are unable to submit their laundry to our business. This will assist us attract more clients while also improving our revenue.



d) Warranty

A warranty is a form of assurance provided by your company on the condition of its product. It also refers to the conditions and circumstances under which repairs or exchanges will be done if the product fails to work as intended. The goal of a warranty program is to reward your customers with extended warranties on your products without requiring them to pay an additional supplementary package.

Extended warranties enable a company or shop to enhance product sales or service offerings by providing a competitive advantage and lowering the perceived risk of customers acquiring your items or services. This strategy demonstrates that they are prepared to guarantee their products and services. A good warranty management system improves product or service quality and customers' satisfaction. Later on, it resolves quality problems and strengthens partner ties, enhancing operational efficiency and bottom-line outcomes.

We focus on laundry washing in our laundry business to avoid causing harm to our customers' clothes. So, we provide an extended warranty, which means that if any damage occurs to the customers' garments or laundry that they submit to us within three days of our service, we will gladly pay for it. Our cleaning quality is outstanding. If you are dissatisfied with the quality of our dry cleaning or hand washing, we will pick up and re-clean your item for free.



PRICING STRATEGIES

The service price is the amount of money charged to the customer for a certain purchase. We must comprehend the significance of pricing a service since it is the only component of the marketing mix that produces income. As a result, we chose to adopt perceived value pricing techniques for our services:

- Perceived Value Based Pricing Objective

Value-based pricing (also known as worth optimized pricing) is a pricing approach that focuses prices on the perceived or predicted value of a product or service to the consumer rather than the cost of the product or past prices. With a status perceived value-based pricing goal, TRIPLE A & P SDN BHD may examine customer demands and value perceptions and create a target price that corresponds to the customer value. The pricing of our service is determined by the customer's perceived or projected worth.

- Perceived Value Based Pricing Strategy

Value-based pricing necessitates market research, which must begin at the service development stage. A thorough market study is required to identify how much the average customer appreciates the service, as well as which specific features are most appreciated. It is also necessary to do research on the services provided by rivals. Worth-based pricing necessitates some promotion to communicate the value of a service to the target market. This is especially true if the business is fresh to the market or offers new services. The features of the services that give the most perceived value to the target market should be the emphasis of the advertising.

We selected perceived value as the pricing strategy for our laundry shop, which is based on the value that a service may give to a designated section of customers and is the major element for determining rates. The selling generates a 40% profit for us. Thus, value is one of the most significant aspects of company since it focuses on the price that a potential consumer is prepared to pay for the price.

Package A: Wash and Fold

Direct Cost (A)		Indirect Cost (B)	
Detergent	RM 0.50	Utility	RM 1.20
Softener	RM 0.40	Labor	RM 1.50
Total	RM 0.90	Total	RM 2.70

$$\begin{aligned}\text{Price for package A} &= (A) + (B) + \text{profit (40\%)} \\ &= \text{RM } 0.90 + \text{RM } 2.70 + \text{RM } 2.40 \\ &= \text{RM } 6/\text{PER ITEM}\end{aligned}$$

Package B: Dry Cleaning

Direct Cost (A)		Indirect Cost (B)	
Detergent	RM 0.70	Utility	RM 1.50
Softener	RM 0.40	Labor	RM 3.00
Total	RM 1.10	Total	RM 4.50

$$\begin{aligned}\text{Price for package B} &= (A) + (B) + \text{profit (40\%)} \\ &= \text{RM } 1.10 + \text{RM } 4.50 + \text{RM } 2.40 \\ &= \text{RM } 8/\text{PER ITEM}\end{aligned}$$

Package C: Curtain Cleaning

Direct Cost (A)		Indirect Cost (B)	
Detergent	RM 0.90	Utility	RM 4.50
Softener	RM 1.00	Labor	RM 8.00
Total	RM 1.90	Total	RM 12.50

$$\begin{aligned}
 \text{Price for package C} &= (A) + (B) + \text{profit (40\%)} \\
 &= \text{RM } 1.90 + \text{RM } 12.50 + \text{RM } 9.60 \\
 &= \text{RM } 24/\text{PER ITEM}
 \end{aligned}$$

Package D: Ironing

Direct Cost (A)		Indirect Cost (B)	
Ironing Agent	RM 0.50	Utility	RM 0.50
Fragrance	RM 0.50	Labor	RM 0.50
Total	RM 1.00	Total	RM 1.00

$$\begin{aligned}
 \text{Price for package D} &= (A) + (B) + \text{profit (40\%)} \\
 &= \text{RM } 1.00 + \text{RM } 1.00 + \text{RM } 1.00 \\
 &= \text{RM } 3/\text{PER ITEM}
 \end{aligned}$$

MARKET TACTICS

- Discount Pricing

Every month, we will offer our services with attractive discounts for our customers in the first week of the month, depending on the service they choose. Customers who pick our services in a variety of packages will receive exceptional discounts, such as a 5% discount on purchases of up to RM50. This strategy will undoubtedly draw a large number of new and returning customers to our shop.

- Promotional Pricing

Our shop will also offer promotional pricing on our services on certain occasions such as Hari Raya, Happy New Year, and National Day. Other than that, we offer our customers special pricing if they subscribe our membership. We will offer a discount on each service that customers select such as free delivery. As a result, our income will improve while also attracting new clients. For example, on the above-mentioned key days, our shop will offer special price that includes the purchase of a service up to RM 80, free of one package available based on customer preference. This will undoubtedly draw customers because it is only available on key days.

PROMOTION STRATEGY

TRIPLE A & P SDN BHD will market our services using a variety of strategies and methods. This is critical since numerous significant firms that have previously had an effect in the business field have shown that a smart promotional plan may affect and improve a company's income. The primary goal of implementing a promotional strategy is to ensure that clients are adequately informed about our available services, promotions, and discounts. Next, the promotional plan is critical since it is the primary technique that will bring potential consumers to our location. It also allows us to spread the word about our company and increase its visibility.

a) Advertising

Advertising is the use of different types of media, such as print or broadcast notices, to draw the public's attention to your business, generally for the aim of selling items or services. Because we are still new, this advertising plan will assist to spread the word about our company to the public.

- Brochures

We will distribute brochures in Pasir Gudang and the surrounding region to notify people about our new business and the services that we will provide. When we go for house collecting and delivery service, we will also distribute the brochures. The brochures are designed in a creative and educational manner to help clients understand the services that we provide. Additional information such as phone number, store address, and kind of laundry service bundles. By doing so, we want to entice people to visit our location and sample the service we provide

PACKAGES

Ironing
RM 3.00
(per item)

Curtain
Cleaning
RM 24.00
(per kg)

Wash and
Fold
RM 6.00
(per kg)

Dry
Cleaning
RM 8.00
(per item)



WASH AND FOLD

- We are the leading seller of everyday apparel such as t-shirts, under wear, and socks. We will fold your items with care once they have been cleaned and dried.
- Household products such as towels and bed linens are also offered. Skin friendly or organic detergent are available upon request with a standard return time of the next day.

DRY CLEANING

- Clothes should be worn for as long as possible. We recommend dry washing with extra particular care to lengthen the life of any clothing. Suitable for suits, jackets, and coats.
- Our cleaning staff thoroughly inspects each of your belongings. Stain removal therapy is also provided if needed. All products are provided on hangers by default.

CURTAIN CLEANING

- Curtains are the most challenging furnishings in any home to clean. Allow us to make your life easier. For the best results, our cleaning facility will identify the optimal cleaning approach.
- Too busy to take the curtains down and rehang them? We can send a dedicated staff with a ladder and handle all the heavy lifting for you for a minimal price of RM15 per kilogram.

IRONING

- Ironing is a problem that most people would prefer to leave until the last minute. Why not take advantage of our expert and dependable ironing service and have your clothes returned as good as new?
- Simply bring in your clothes and household goods, and our professional, highly trained staff will iron them with the highest care and attention to detail.

TRIPLE A & P SDN BHD

Primary Business Address
Eco Vantage, Kota Masai, Pasir Gudang, Johor

Phone: (60+) 1111-971-345
Fax: 601-569-639
E-mail: triplelaundry@gmail.com

TRIPLE A & P
SDN BHD



A LIFE FULL OF WHITENESS

LAUNDRY SERVICES

Tel: (60+) 1111-971-345

- Signboard

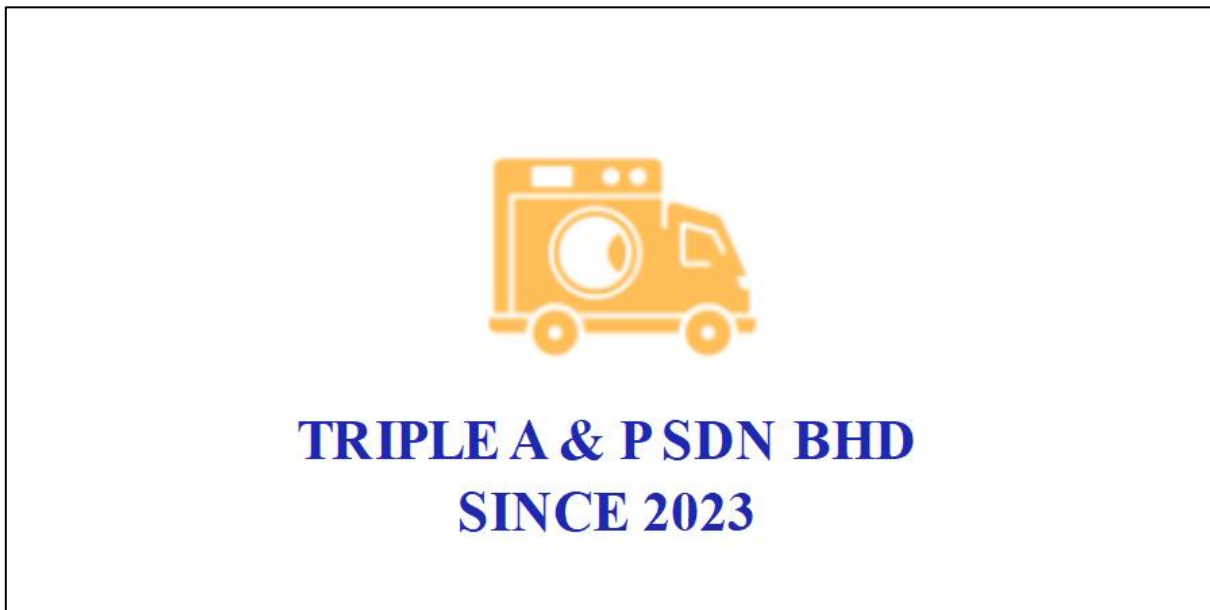
A large signboard will be installed in front of our shop building so that people passing by are aware of the company we are conducting. This signboard should also be attractively designed and use a range of colours to catch the attention of customers. The professional signboard maker created the design of our signboard to guarantee that it is eye captivating in people's eyes. In addition, we will include crucial information on our signboard such as the firm name, address, phone and fax numbers, services offered, and our tagline. This is important information for customers to understand our company and the services we provide.

- Internet Advertisement

In addition, we use the internet as a platform to expand our company opportunities by promoting our washing service to our consumers. We may attract many clients on a huge scale by employing online advertising provided by popular hosting websites such as Facebook Page, Twitter, Instagram, and TikTok. This will undoubtedly raise our business income significantly. To market our washing company, we created an Instagram account, a Facebook page, and a Twitter account. This search engine will increase public awareness of our company. We will also benefit from knowing our customers' opinion on our laundry service, which will allow us to enhance our laundry service and make it more stable.

- Business Cards

We will include our contact information, business address, and email address on our business card. So that our customers may contact us more easily to reserve the laundry service package that we provide, and they can be notified when we will pick up their clothes. This method will make life easier for both us and our customers. It can help to avoid complications such as customers who are not at home when we go to pick up their clothes. It is a fantastic technique for improving our customer communication abilities and advertising our business.



b) Sales Strategy

The process of encouraging a potential customer to buy a product or select a service is known as sales marketing. Sales promotion is meant to be a short-term strategy for increasing sales. It is seldom appropriate for long-term client loyalty but is appropriate for influencing purchasing during a specific time frame. The basic purpose of a sales promotion is to provide an incentive to purchasers, hence increasing sales. In some circumstances, the other promotional mix components help to assist a sales promotion plan. An advertising campaign, for example, might be used to market a sales promotion approach. Our plan for our laundry company included promotions, extended warranties, and free delivery.

- Free Delivery and Home Picking

We also provide home pickup and free delivery for those who prefer our service, easing the strain on our customers to come and pick up their laundry when they return from work. We recognize that some students do not have transportation to come to our business, so offering free delivery would make their lives simpler while also assisting us in building and sustaining our relationships with our consumers. Our shop's home pickup and free delivery service begins late in the evening at 6.00 p.m.

c) E-marketing

E-marketing is the use of electronic communication technologies to communicate, advertise, and sell products and services. It made use of digital technology to make the sale of products and services easier. It is necessary to stay up with the business trends in information and communication technologies and to supplement traditional marketing methods. It also has several advantages for entrepreneurs, such as allowing their businesses to reach a worldwide market, lowering costs, interactive marketing, and promoting 24 hours a day, seven days a week. For our washing business, we employed e-marketing strategies such as a website, and email.

- Website

A website is a collection of connected online pages, including multimedia material, that are mainly attributed by a shared domain name and are hosted on at least one web server. Our website serves as a search engine for our clients to identify the sort of business we arrange, the packages we provide, and the prices for each package. So, for our washing company, we construct a website via which our consumers may contact us.

2.8 MARKETING BUDGET

The expenses paid in planning for the marketing parts of the prospective business or project are referred to as the marketing budget. It consists of three components: fixed asset investment, working capital allocation for marketing operations, and additional marketing costs. Marketing budgets are vital for businesses since they ensure that the firm does not spend more than the budgeted amount on marketing.

Below is our marketing budget:

ITEMS	FIXED ASSETS (RM)	WORKING CAPITAL (RM)	OTHER EXPENSES (RM)
FIXED ASSETS			
Signboard	550.00		
WORKING PRINCIPAL			
Salary		2,295.00	
PROMOTION BUDGET			
Banner		100.00	250.00
Business Card		150.00	
Internet Ads			
OTHERS			
Grand Opening			3,000.00
Advertising Budget			1,500.00
TOTAL	550.00	2,545.00	4,750.00

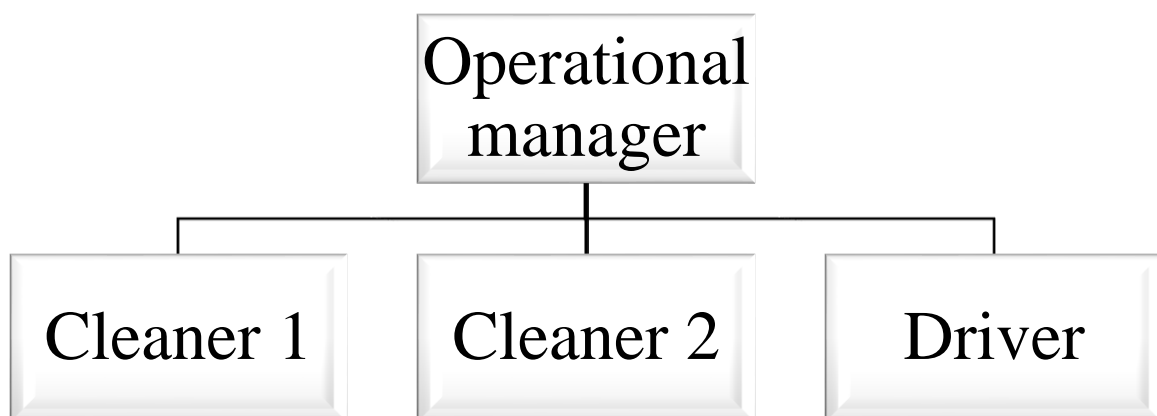
OPERATIONAL PLAN

Operational Department Statement:

To accomplish our corporate objective as well as the department's operational purpose, we must guarantee that our department is a strong supporter of Triple A & P SDN BHD. We will put out our best effort to promote the market entry of our laundry services by planning for operations as well.

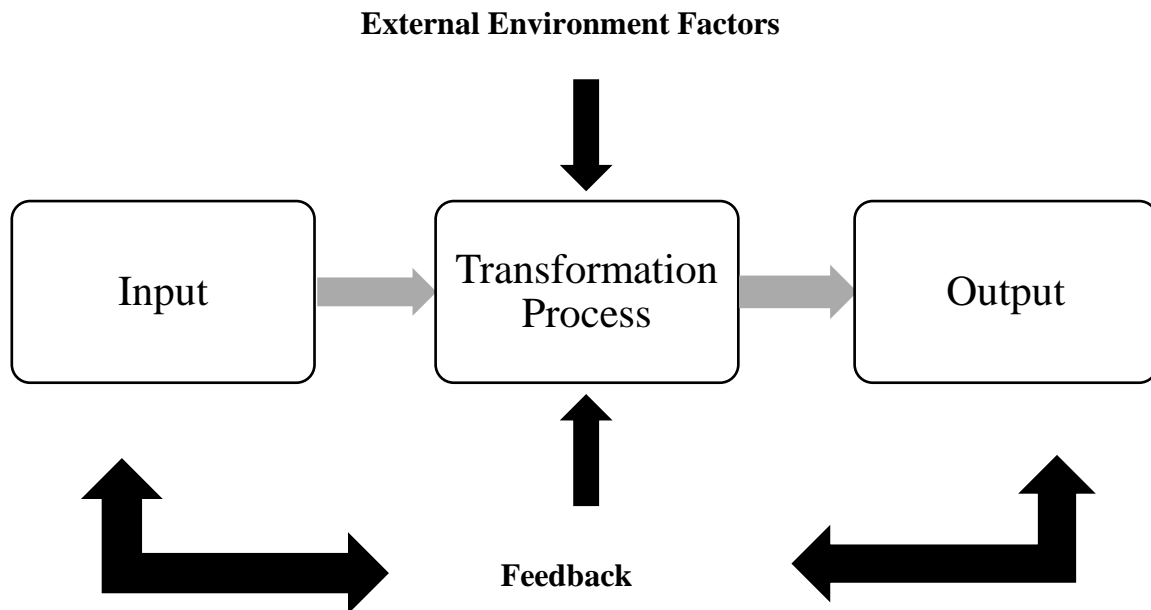
Department Mission:

- To make sure that corporate operations are efficient.
- To guarantee that the laundry can meet consumer needs for our service.
- Must be able to manage the business's operations while also achieving its vision and goal.
- To minimize cognitive dissonance and maximize client pleasure.
- Offering the greatest customer-satisfying laundry management.
- Having the finest personnel controls and creating the best work environment for employees



Organizational Chart of Operational Department

3.1 PROCESS PLANNING

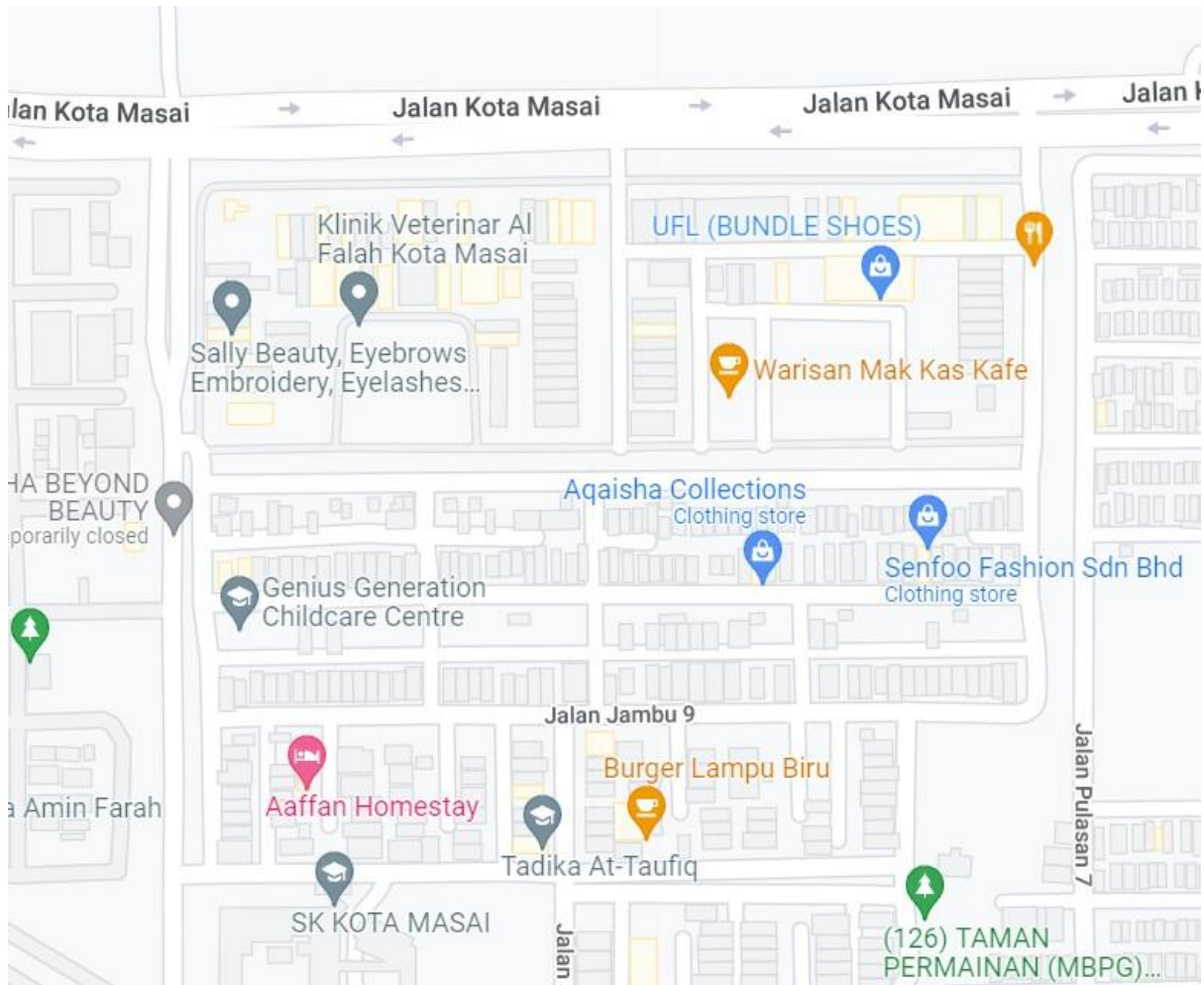


Four people oversee this operational department's duties to ensure the smooth running of the company. The first is the operational manager, who oversees staff development. The washing and other tasks in the store are handled by two cleaners who are in charge of this division. Additionally, there is one driver who is in charge of picking up and delivering the customer's clothing.

Our firm has 6 machines, 4 of which are washing machines and the remaining two are dry cleaning machines, to help with everyday operations and deliver the fastest service to our customer. Since our company is open six days a week, there will be a lot of clothing that needs to be cleaned before being given to the consumers. The machine was purchased from a source located close to our business. Water and power were the primary requirements to run the machine because our line of work is laundry. Detergents, softeners, perfumes, easy cleaning agents, stain removers, and solvents are also used as raw ingredients.

The customer will deliver and pick up the soiled clothing, which will then be cleaned before being delivered as clean clothing. The final item will be removed and prepared for client delivery. A few survey questions will be asked to get feedback directly from the clients to ensure that they are happy with the services provided. If one of them is unsatisfied, we will repick up the clothes and launder them again at no additional cost.

3.2 LOCATION



In Eco Vantage, Kota Masai, you can find our laundry. According to the map above, we are positioned in a prime location because we are next to a major thoroughfare and a lot of people can easily access our laundry. Additionally, since customers can readily get transportation in this region, transportation is not a major issue for us. Whatever you need, including buses, taxis, grab cars, and others, is available in and near this neighbourhood. The location is, in fact, also influenced by factors like infrastructure and environment that we take into account.

Most importantly, this site is carefully chosen for our laundry since it serves our primary target demographic of local residents, workers at neighbouring businesses, and students who attended nearby institutions and colleges. This is such a unique opportunity to guarantee that our sales income can be realised.

Additionally, it can pay for our business' operating expenses and provide a sizable profit to our washing firm. One of our assets in the business world is our laundry company, therefore we

want to remain here longer and become one of the preferred people washing while also strengthening our branding firm.

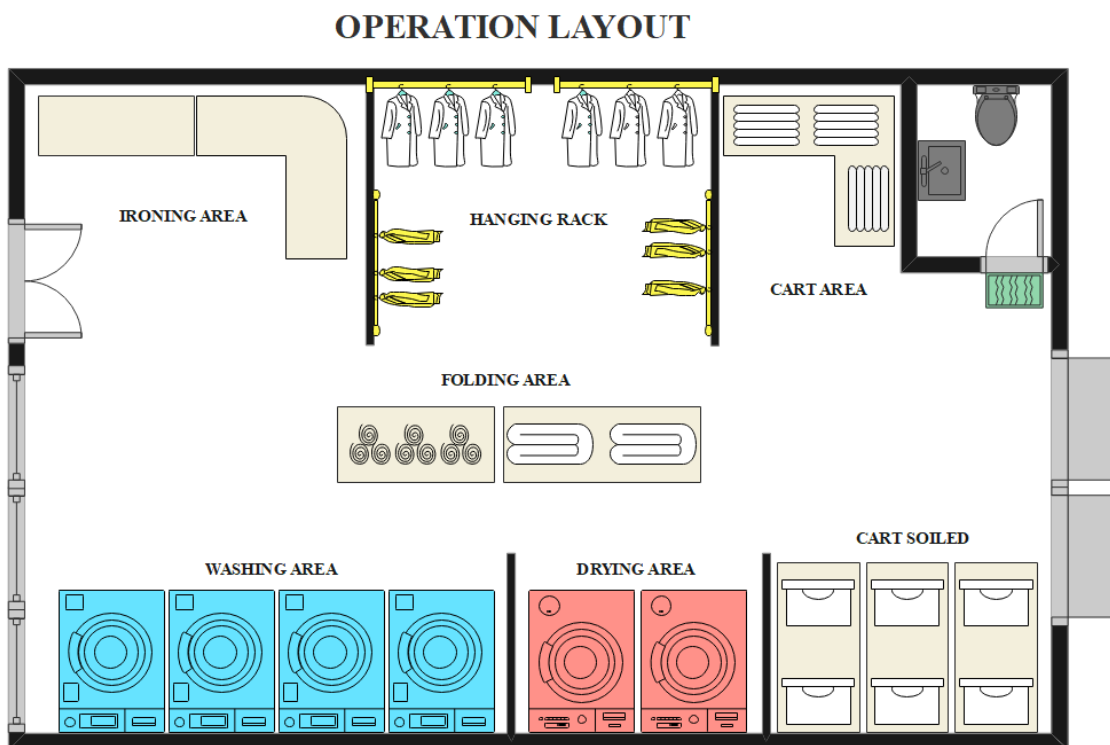
The distance between suppliers and supplies has an impact on location selection as well.

Since it can save us money, time, and most importantly allow us to avoid problems like running out of stock, we really evaluated this factor. Rent expenses also contribute to our decision to stay in this area. The price of the construction given here is quite reasonable when compared to market pricing.

3.3 OPERATION LAYOUT

A plant is a structure equipped to produce commodities of various kinds in big quantities for commercial sale. When owned by the company, plants are a long-term asset; when leased or rented, they are both long-term assets and liabilities. It refers to the arrangement of machinery, equipment, personnel, and other facilities utilised in operations and shares the same meaning as an operation plan. Planning the layout must take into account how to produce goods and services in a smooth and effective manner. Layout-based products, layout-based products, and layout-based marketing are the three different sorts of products.

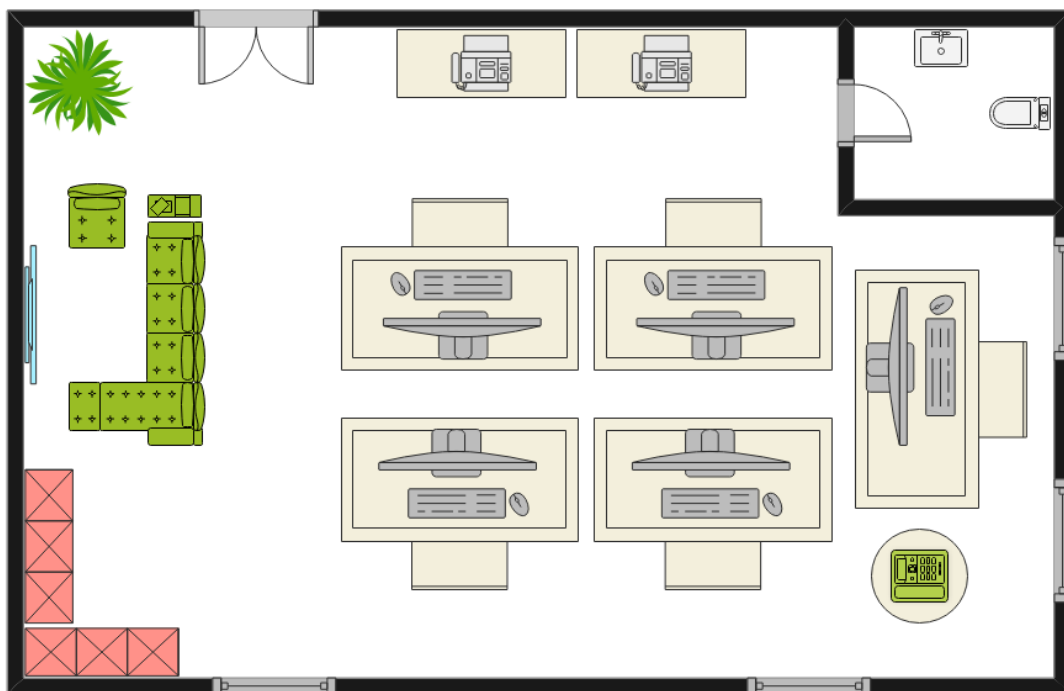
Regarding Triple A & P SDN BHD, the design chosen is format dependant on process as it is suitable for a company that manufactures a variety of items employing related procedures. Machines and equipment that perform comparable functions will be grouped together in this type of arrangement, which is based on the similarity of processes.



OFFICE LAYOUT

An office is often a room or other space where staff members of a company carry out administrative tasks to support and fulfil the company's objectives. It has been used to denote a position inside an organisation with specific responsibilities, such as a manager, director, worker, or member of other staffs. An office is also a phenomena in architecture and design that can range in size from a little office, like a bench in the corner of a very small firm, through several floors of buildings, up to and including enormous skyscrapers solely dedicated to one corporation. An office often includes furniture and supplies such a desk, chair, cabinet, and other items.

OFFICE LAYOUT



3.4 BUSINESS AND OPERATIONS HOURS

Timing is the amount of time needed to launch a business. It is divided into two parts: operational hours and business hours. Operations hours are the hours that employees must work, whereas business hours are the times when the firm is open to clients.

When deciding on the hours for operations and company, two things should be considered.

You should get to know your clients first. This urges you to be aware of their needs and their availability. To prevent a loss of business, their availability should coincide with your company hours.

The people you employ to work for you are a further deciding element when it comes to setting your company's operating hours. Making workers who have families and children work strange hours is something that needs to be taken into account. If your firm is open 24/7, you can decide to recruit individuals who have family obligations during the daytime hours of operation and then let them to switch shifts with others who have less obligations. Our store is open Tuesday through Saturday for A&P SDN BHD, and it is closed on Sundays to Monday and on public holidays.

Our store is open from 11:00 am to 8:00 pm, Tuesday through Saturday and closed on Sunday, Monday and Public holidays. Our shop's operating hours are from 10:00 am to 8:00 pm. The purpose of these operating hours is to ensure that our employees report to work on time. To ensure that they are fully committed to providing the greatest service to the client, our employees would take a break to pray and reenergize before returning to work. As a result, our store would close at 2:00 pm for a break and reopen at 3:00 pm.

Business Hours:

Days	Business hour		Total hours
Tuesday-Saturday	11.00 am-2.00pm	3.00 pm-8.00pm	9
Sunday, Monday, and Public holidays	Closed	Closed	Closed

Operation Hours:

Days	Business hour		Total hours
Tuesday-Saturday	10.00 am-2.00pm	3.00 pm-8.00pm	10
Sunday, Monday, and Public holidays	Closed	Closed	Closed

3.5 PRODUCTION PLANNING

Production planning was crucial to ensuring that the company could create enough goods or offer sufficient services to meet anticipated demand from the market or sales. Having effective production planning can help you do this. The firm will decide how much output to generate for a specific time period, such as a day, week, or month of customers, during production planning.

In order to meet our target sales projection every month, a systematic planning process was used to ensure that all progressive activities and manufacturing ran without a hitch. We supplied five distinct package varieties, and each one has a particular demand for daily manufacturing.

We must create roughly 88 units (kg) of cleaned clothing every day in order to fulfil the wash and fold package. To meet the sales target for hand washing, 24 units (item) must be washed per day. 18 units (items) must be washed for dry cleaning in a single day. Additionally, 128 units (kg) and 93 units (items) of production were needed every day for curtain washing and ironing, respectively. The computation used to demonstrate how the production activities were scheduled is shown below.

Wash and Fold

- Average sales forecast per month = RM 25,224
 - Average sales forecast per month for wash and fold = RM 10,800
 - Price per unit (kg) = RM 6.00
 - Number of output per months = RM 10,800/6.00
= 1800 unit per month
 - When working day per month is 26
- Total amount produced per day = 1800/26
= 69 units per day

Dry Cleaning

- Average sales forecast per month = RM 25,224
- Average sales forecast per month for dry cleaning = RM 3,300.00
- Price per unit (item) = RM 8.00
- Number of output per months = RM 3,300.00/8.00
= 413 unit per month

- When working day per month is 26

Total amount produced per day = $413/26$
= 16 unit per day

Curtain Cleaning

- Average sales forecast per month = RM 25,224
- Average sales forecast per month for curtain cleaning = RM 4,800
- Price per unit (kg) = RM 24.00
- Number of output per months = RM 4,800/ RM 24.00
= 200 unit per month

- When working day per month is 26

Total amount produced per day = $200/26$
= 8 unit per day

Ironing

- Average sales forecast per month = RM RM 25,224
 - Average sales forecast per month for ironing = RM 9,000.00
 - Price per unit (item) = RM 3.00
 - Number of output per months = RM 9,000.00/ RM 3.00
= 3000 unit per month

 - When working day per month is 26
- Total amount produced per day = $3000/26$
= 115 unit per day

3.6 MATERIAL REQUIREMENT PLANNING

To establish the kind and quantity of raw materials required for the manufacturing, material planning is done. Four steps were engaged in material planning:

- Identify and list down the raw materials required
- Prepare the bills of materials
- Calculate the quantity of raw materials required
- Identify the suppliers of raw materials

Formula to calculate the amount of machine required:

Planned Rate of Production per-day

No. of Machine Required = $\frac{\text{Planned Rate of Production per-day}}{\text{Machine Productive Time per-day}}$

Machine Productive Time per-day

= 60 x 50 mins

= 480 mins

= 6 machines

Bills of Materials Per Batch

Wash and Fold

Product No.	Description	Specification	Quantity
001	Detergent	0.1 L	0.1 L
002	Softener	0.005 L	0.005 L
003	Water	40 L	40 L

Dry Cleaning

Product No.	Description	Specification	Quantity
001	Stain remover	0.03 L	0.03 L
002	Solvent	0.25 L	0.25 L
003	Softener	0.02 L	0.02 L

Curtain cleaning

Product No.	Description	Specification	Quantity
001	Detergent	0.15 L	0.15 L
002	Softener	0.05 L	0.05 L
003	Water	50 L	50 L

Ironing

Product No.	Description	Specification	Quantity
001	Easy Ironing Agent	0.01 L	0.01 L
002	Fragrances	0.005 L	0.005 L

MATERIALS REQUIREMENT SCHEDULE FOR A MONTH OPERATIONS

Wash and Fold

Material	Quantity	Safety Stock	Total Material	Price/unit (RM)	Total price (RM)
Detergent	230 L	5 L	235 L	1.90	446.50
Softener	114 L	3 L	117 L	2.00	234.00
TOTAL					680.50

Dry Cleaning

Material	Quantity	Safety Stock	Total Material	Price/unit (RM)	Total price (RM)
Stain removal	14 L	5 L	235 L	2.50	37.50
Solvent	116 L	3 L	117 L	3.50	416.50
Softener	9 L	1 L	10 L	2.00	20.00
TOTAL					474.00

Curtain Cleaning

Material	Quantity	Safety Stock	Total Material	Price/unit (RM)	Total price (RM)
Detergent	19 L	2 L	21 L	1.90	39.90
Softener	6 L	1 L	7 L	2.00	14.00
TOTAL					53.90

Ironing

Material	Quantity	Safety Stock	Total Material	Price/unit (RM)	Total price (RM)
Easy ironing agent	24 L	2 L	26 L	2.80	72.80
Solvent	12 L	1 L	13 L	1.70	22.10
TOTAL					94.90

Total Raw Materials

No	Packages/Item	Total(RM)
1	Wash and Fold	680.50
2	Dry Cleaning	474.00
3	Curtain Cleaning	53.90
4	Ironing	94.90
TOTAL OVERALL		1,392.60

3.7 MACHINE & EQUIPMENT PLANNING

No	Item	Quantity	Price Per Unit (RM)	Total Price (RM)
1	Commercial Washing machine	4	15,500.00	62,000.00
2	Commercial Dryer Machine	2	17,800.00	35,600.00
3	Commercial Iron	2	1,167.00	2,334.00
4	Garment Steamer	2	3,506.00	7,012.00
5	Ironing Board	2	258.00	516.00
6	Cash Machine Register	1	410.00	410.00
7	Cart	4	60.00	240.00
8	Storage Cart	1	570.00	570.00
			TOTAL	108,682.00

3.8 OPERATION PERSONNEL SCHEDULE



3.9 REMUNERATION SCHEDULE

POSITION	NO	MONTHLY SALARY	EPF	SOSCO	TOTAL
General Manager	1	RM 2,500.00	RM 325.00	RM 43.75	RM 2,868.75
Administration Manager	1	RM 2,200.00	RM 286.00	RM 38.50	RM 2,524.50
Marketing Manager	1	RM 2,000.00	RM 260.00	RM 35.00	RM 2,295.00
Financial Manager	1	RM 1,700.00	RM 221.00	RM 29.75	RM 1,950.75
Operational Manager	1	RM 1,500.00	RM 195.00	RM 26.25	RM 1,721.25
Driver	1	RM 1,200.00	RM 156.00	RM 21.00	RM 1,377.00
TOTAL					RM 12,737.00

3.10 PERMITS/LICENSES REQUIREMENT

The key information an entrepreneur needs to be aware of in order to start a firm is about licences, permissions, and laws. A licence is a licence given out by governmental organisations that to allow people or organisations to go on business within the boundaries of the government. It is the local government's grant of permission to launch a business. A permit is a legal document that demonstrates conformity with a specific city or state legislation that governs structural appearance, safety, and the sale of goods and services. A regulation is a rule of procedure with legal power that is imposed by a higher or more qualified authority and pertains to the conduct of people who fall under their jurisdiction. These three factors are crucial for entrepreneurs to understand in order to guarantee the soundness of the nascent company's finances. Additionally, if your company is subject to legal security, obtaining a business licence will safeguard you.

For Southside Laundry Enterprise, the license, permits and regulations are required below:

Items	Types	Remark
Licenses for signboard	License	Majlis Perbandaran Pasir Gudang
Employees' provident fund (EPF)	Regulations	KWSP (compulsory to all workers)
Van	License	Jabatan Pengangkutan Jalan (JPJ)
Business Registration	License	Suruhanjaya Syarikat Malaysia (SSM)

3.11 OPERATION BUDGET

A year's worth of projected income, known spending, and anticipated costs are all included in an operational budget. Operating budgets call for expected costs and revenues since they must be finished before the accounting period. Operating budgets prioritise generating money. The operations budget can be divided into monthly expenses, fixed asset expenditures, and other expenses. The phrase "fixed asset expenditure" describes an investment on a long-term asset that is employed in the production of a good or a service. Buying machineries and equipment is one example. The payment made to the operations department on a monthly basis is referred to as a monthly expenditure. Paying employees' salaries and buying raw goods, for instance

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Machines and Equipment	108,682			108,682
Furnitures and Fittings	1,321			1,321
0	-			-
0	-			-
<i>Working Capital</i>				
Raw Materials & Packaging		-		-
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		3,098		3,098
Vehicels		93		93
0		-		-
0		-		-
0		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			840	840
Other Pre-Operations Expenditure			-	-
Total	110,003	3,191	840	114,034

FINANCIAL PLAN

Financial planning is very crucial when planning a business. Entrepreneurs need to forecast the sale before starting the business for a target. Financial planning also will show the possible income and cash flow for the business. Without financial planning, the business cannot run smoothly and there maybe will be short on money for some month. This process shows the requirement for a business to run and financed. Financial plans need to include the projection of the financial statement such as cash flow, profit and loss, balance sheet and financial analysis to get some idea of the business financial.

The information of financial plan is a gathered input from the administrative budget, marketing, and operation budget where in need to statement below in their financial, working paper, schedule, and financial plan: -

1. Project implementation cost
2. Sources of financing
3. Pro-forma cash flow statement
4. Pro-forma income statement
5. Pro-forma balance sheet

Importance of Financial Plan: -

- I. The determine the money needed for the investment.
- II. To identify the source of fund for the business.
- III. To check whether the initial capital is sufficient.
- IV. To check the cash flow before running the business.
- V. Become a guideline for the implementation.

4.1 SOURCE OF FINANCE

Each member has their contribution for this business. Every member has different amount of contribution. The total contribution for each member is RM 50,000.

Name	Percentage/%	Contribution/RM
MUHAMMAD AIMAN ZAHID BIN ZULKIFLI	30	15000
ADAM AFIQ BIN KHAIRULFAIZAL	30	15000
MUHAMMAD ANIQ IQMAL BIN AMINUDIN	20	10000
MOHAMAD SYAFIE BIN ZAINAL	20	10000
Total	100	50,000

4.2 DEPARTMENT BUDGET

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Land & Building	-			-
Office Equipments and Supplies	250			250
Office Furnitures and Fittings	627			627
Premises Renovation	500			500
0	-			-
<i>Working Capital</i>				
Salaries, EPF & SOCSO		2,525		2,525
Rental		4,000		4,000
Utilities		550		550
0		-		-
0		-		-
0		-		-
0		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			1,000	1,000
Business Registration & Licences			80	80
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	1,377	7,075	1,080	9,532

MARKETING BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Signboard	550			550
0	-			-
0	-			-
0	-			-
Working Capital				
Salaries, EPF & SOCSO		2,295		2,295
Promotion Budget		250		250
0		-		-
0		-		-
0		-		-
0		-		-
0		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			4,750	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	550	2,545	4,750	3,095

OPERATIONS BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Machines and Equipment	108,682			108,682
Furnitures and Fittings	1,321			1,321
0	-			-
0	-			-
Working Capital				
Raw Materials & Packaging		-		-
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		3,098		3,098
Vehicels		93		93
0		-		-
0		-		-
0		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			840	840
Other Pre-Operations Expenditure			-	-
Total	110,003	3,191	840	114,034

4.3 TABLE OF DEPRECIATION

Fixed Asset		Office Equipments and Supplies	
Cost (RM)		250	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	250
1	50	50	200
2	50	100	150
3	50	150	100
4	50	200	50
5	50	250	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Office Furnitures and Fittings	
Cost (RM)		627	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	627
1	125	125	502
2	125	251	376
3	125	376	251
4	125	502	125
5	125	627	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Premises Renovation	
Cost (RM)		500	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	500
1	100	100	400
2	100	200	300
3	100	300	200
4	100	400	100
5	100	500	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Signboard	
Cost (RM)		550	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	550
1	110	110	440
2	110	220	330
3	110	330	220
4	110	440	110
5	110	550	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Cost (RM) 108,682 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	108,682
1	21,736	21,736	86,946
2	21,736	43,473	65,209
3	21,736	65,209	43,473
4	21,736	86,946	21,736
5	21,736	108,682	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset Furnitures and Fittings Cost (RM) 1,321 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	1,321
1	264	264	1,057
2	264	528	793
3	264	793	528
4	264	1,057	264
5	264	1,321	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

4.4 PROJECT IMPLEMENTATION COST

Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building	0	0			
Office Equipments and Supplies	250	0		250	
Office Furnitures and Fittings	627	0		627	
Premises Renovation	500	0		500	
0	0	0			
Signboard	550	550			
0	0	0			
0	0	0			
0	0	0			
Machines and Equipment	108,682	58,682		50,000	
Furnitures and Fittings	1,321	0		1,321	
0	0	0			
0	0	0			
Working Capital 1 months					
Administrative	7,075	7,075			
Marketing	2,545	2,545			
Operations	3,191	3,191			
Pre-Operations & Other Expenditure	6,670	6,670			
Contingencies 10%	13,141	13,141			
TOTAL	144,552	91,854	0	52,698	0

4.5 PRO FORMA CASH FLOW

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<u>CASH INFLOW</u>																
Capital (Cash)	52,698		0	0	0	0	0	0	0	0	0	0	0	52,698	0	0
Loan	91,854		0	0	0	0	0	0	0	0	0	0	0	91,854	0	0
Cash Sales		25,224	25,420	25,069	27,870	31,600	32,896	29,080	29,448	34,316	35,780	37,050	37,360	371,113	389,697	408,254
Collection of Accounts Receivable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH INFLOW	144,552	25,224	25,420	25,069	27,870	31,600	32,896	29,080	29,448	34,316	35,780	37,050	37,360	515,665	389,697	408,254
<u>CASH OUTFLOW</u>																
Administrative Expenditure																
Salaries, EPF & SOCSO		2,525	2,525	2,525	2,525	2,525	2,525	2,525	2,525	2,525	2,525	2,525	2,525	30,294	33,323	36,656
Rental		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000	52,800	58,080
Utilities		550	550	550	550	550	550	550	550	550	550	550	550	6,600	7,260	7,986
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing Expenditure																
Salaries, EPF & SOCSO		2,295	2,295	2,295	2,295	2,295	2,295	2,295	2,295	2,295	2,295	2,295	2,295	27,540	30,294	33,323
Promotion Budget		250	250	250	250	250	250	250	250	250	250	250	250	3,000	3,300	3,630
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Operations Expenditure																
Cash Purchase		2,500	2,500	2,500	2,500	3,000	3,000	2,500	2,500	3,000	3,000	3,500	3,500	34,000	35,700	37,400
Payment of Account Payable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Carriage Inward & Duty		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Salaries, EPF & SOCSO		3,098	3,098	3,098	3,098	3,098	3,098	3,098	3,098	3,098	3,098	3,098	3,098	37,179	40,897	44,987
Vehicels		93	93	93	93	93	93	93	93	93	93	93	93	1,116	1,228	1,350
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Expenditure		4,750												4,750	5,225	5,748
Pre-Operations																
Deposit (rent, utilities, etc.)	1,000		0	0	0	0	0	0	0	0	0	0	0	1,000	0	0
Business Registration & Licences	80		0	0	0	0	0	0	0	0	0	0	0	80		
Insurance & Road Tax for Motor Vehicle	840		0	0	0	0	0	0	0	0	0	0	0	840	840	840
Other Pre-Operations Expenditure	0		0	0	0	0	0	0	0	0	0	0	0	0		
Fixed Assets																
Purchase of Fixed Assets - Land & Building	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Purchase of Fixed Assets - Others	111,930		0	0	0	0	0	0	0	0	0	0	0	111,930	0	0
Hire-Purchase Down Payment	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hire-Purchase Repayment:																
Principal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Interest		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayment:																
Principal		1,531	1,531	1,531	1,531	1,531	1,531	1,531	1,531	1,531	1,531	1,531	1,531	18,371	18,371	18,371
Interest		383	383	383	383	383	383	383	383	383	383	383	383	4,593	3,674	2,756
Tax Payable		0	0	0	0	0	0	0	0	0	0	0	36,176	36,176	36,665	36,747
TOTAL CASH OUTFLOW	113,850	21,974	17,224	17,224	17,224	17,724	17,724	17,224	17,224	17,724	17,724	18,224	54,401	365,469	269,577	287,873
CASH SURPLUS (DEFICIT)	30,702	3,250	8,196	7,845	10,646	13,876	15,172	11,856	12,224	16,592	18,056	18,826	-17,041	150,196	120,120	120,381
BEGINNING CASH BALANCE		30,702	33,951	42,147	49,992	60,637	74,513	89,685	101,540	113,764	130,355	148,411	167,237	0	150,196	270,316
ENDING CASH BALANCE	30,702	33,951	42,147	49,992	60,637	74,513	89,685	101,540	113,764	130,355	148,411	167,237	150,196	150,196	270,316	390,697

4.6 INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	371,113	389,697	408,254
Less: Cost of Sales			
Opening stock			
Purchases	34,000	35,700	37,400
less: Ending Stock			
Carriage Inward & Duty	0	0	0
Gross Profit			
Less: Expenditure			
Administrative Expenditure	84,894	93,383	102,722
Marketing Expenditure	30,540	33,594	36,953
Other Expenditure	4,750	5,225	5,748
Business Registration & Licences	80		
Insurance & Road Tax for Motor Vehicle	840	840	840
Other Pre-Operations Expenditure	0	0	0
Interest on Hire-Purchase	0	0	0
Interest on Loan	4,593	3,674	2,756
Depreciation of Fixed Assets	22,386	22,386	22,386
Operations Expenditure	38,295	42,125	46,337
Total Expenditure	220,378	236,927	255,141
Net Profit Before Tax	150,735	152,770	153,113
Tax	36,176	36,665	36,747
Net Profit After Tax	114,559	116,105	116,366
Accumulated Net Profit	114,559	230,664	347,030

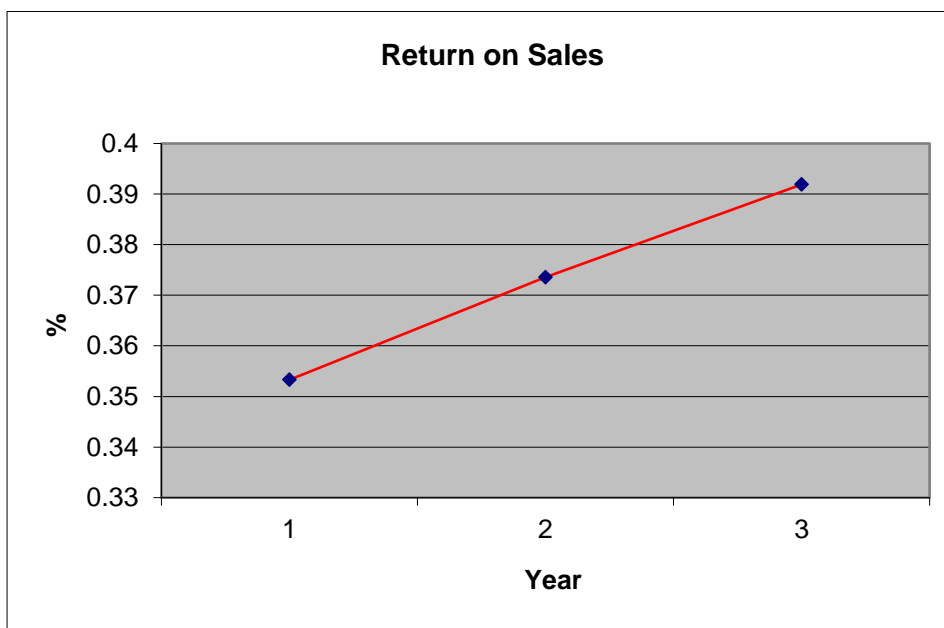
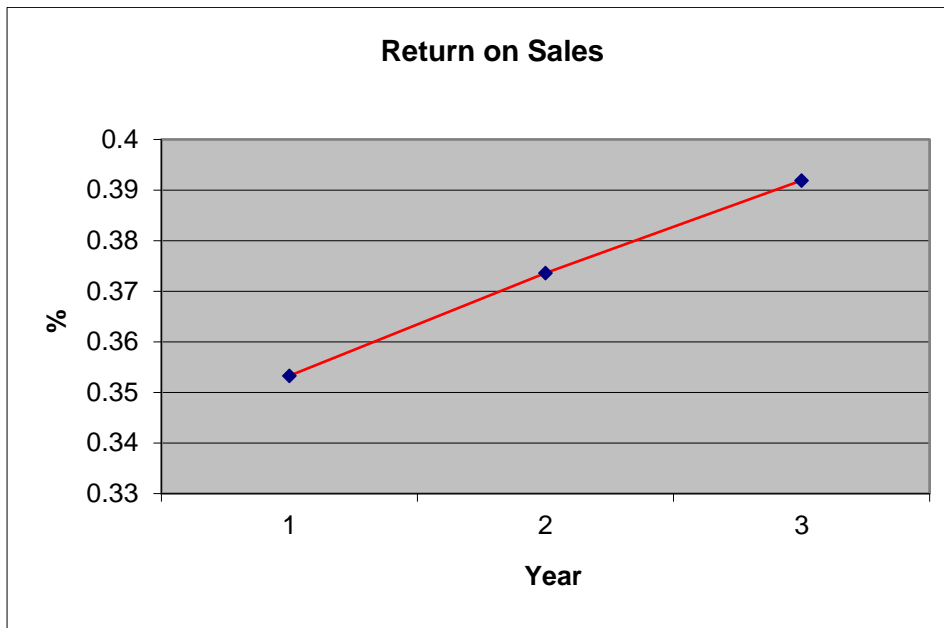
4.7 BALANCE SHEET PRO FORMA

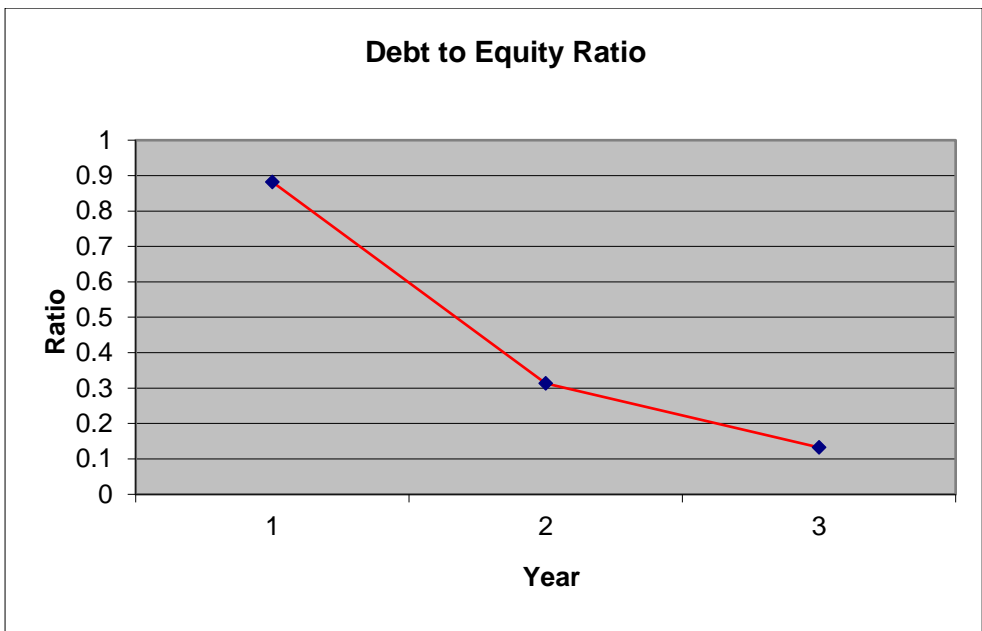
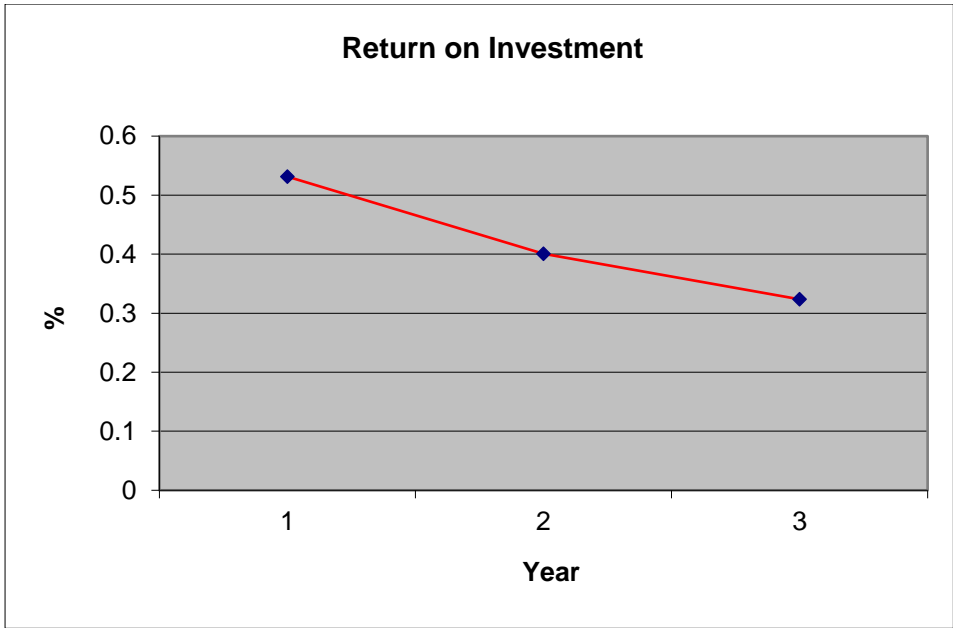
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	0	0	0
Office Equipments and Supplies	200	150	100
Office Furnitures and Fittings	502	376	251
Premises Renovation	400	300	200
0	0	0	0
Signboard	440	330	220
0	0	0	0
0	0	0	0
0	0	0	0
Machines and Equipment	86,946	65,209	43,473
Furnitures and Fittings	1,057	793	528
0	0	0	0
0	0	0	0
	89,544	67,158	44,772
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable	0	0	0
Cash Balance	150,196	270,316	390,697
	150,196	270,316	390,697
Other Assets			
Deposit	1,000	1,000	1,000
TOTAL ASSETS	240,740	338,474	436,469
Owners' Equity			
Capital	52,698	52,698	52,698
Accumulated Profit	114,559	230,664	347,030
	167,257	283,362	399,728
Long Term Liabilities			
Loan Balance	73,483	55,112	36,742
Hire-Purchase Balance	0	0	0
	73,483	55,112	36,742
Current Liabilities			
Accounts Payable	0	0	0
TOTAL EQUITY & LIABILITIES	240,740	338,474	436,469

4.8 FINANCIAL PERFORMANCE

	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	371,113	389,697	408,254
Gross Profit			
Profit Before Tax	150,735	152,770	153,113
Profit After Tax	114,559	116,105	116,366
Accumulated Profit	114,559	230,664	347,030
<u>LIQUIDITY</u>			
Total Cash Inflow	515,665	389,697	408,254
Total Cash Outflow	365,469	269,577	287,873
Surplus (Deficit)	150,196	120,120	120,381
Accumulated Cash	150,196	270,316	390,697
<u>SAFETY</u>			
Owners' Equity	167,257	283,362	399,728
Fixed Assets	89,544	67,158	44,772
Current Assets	150,196	270,316	390,697
Long Term Liabilities	73,483	55,112	36,742
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	31%	30%	29%
Return on Equity	68%	41%	29%
Return on Investment	48%	34%	27%
<i>Liquidity</i>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<i>Safety</i>			
Debt to Equity Ratio	0.4	0.2	0.1
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	157,789	169,396	182,363
Break-Even Point (%)	43%	43%	45%

4.9 GRAPH





PARTNERSHIP AGREEMENT

This agreement is lawfully made between the partners of Triple A & P SDN BHD in accordance with the Partner Act 1961 (Revise 1974). The purpose of this partnership agreement is to ensure that all business operations run according to schedule and that the main goal of the business is met.

All of the partners in the business organisation, as listed below, sign this agreement in front of the lawyer Z.Hashim & Co., whom our company has hired to represent us.

It is hereby declared that all of the partners listed below have witnessed and agreed to all of the following terms, conditions, and regulations:

Triple A & P SDN BHD is the name under which this partnership is registered.

The partners have also agreed to accept the position in Triple A & P SDN BHD enlisted as follow:

Muhammad Aiman Zahid Bin Zulkifikri	General Manager
Muhammad Aniq Iqmal Bin Aminudin	Administration Manager
Adam Afiq Bin KhairulFaizal	Marketing Manager
Mohamad Syafie Bin Zainal	Financial Manager
Muhammad Aiman Zahid Bin Zulkifli	Operational Manager

It is also agreed that all profit sharing will be based on each partner's capital contribution. If the company suffers a loss as a result of one of the partners' negligence, that partner will be held liable for the loss.

All money owned by the partnership or received on its behalf must be credited to the partnership's agreed-upon current bank account. It is also agreed that if any of the partners wishes to leave the partnership, she must give the other partners one month's notice.

Each of the partners:

- 1) Each partner must have and act in a good manner, as well as have faith and be trustworthy in all business matters.
- 2) Must make every effort to ensure the company's success.
- 3) All important information about the company should be kept confidential. This includes details about the business operations and products.
- 4) All personal issues must be resolved without involving the company.

CONCLUSIONS

The Triple A & P company offers laundry services in four different packages: wash and fold, dry cleaning, curtain cleaning, and ironing. We will ensure that our customers receive only the highest quality and satisfaction that our firm has to offer. We infer from our study that there is a huge demand for our services among the busy individuals out there. As a result, we see this as an advantage to seize the opportunity to make a significant profit. We only provide decent and lovely services to our consumers, and it is our joy to meet their requirements and desires. Finally, we are confident that we can meet the demands and desires of our target market. We aspire to be the major and preferred laundry not only in Kota Masai, but also across the state. Furthermore, we expect that our services will be able to join the international market in the next years. We will make every attempt to make this wish come true.