



UNIVERSITI
TEKNOLOGI
MARA

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ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



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Executive Summary

FreshFALL SDN. BHD. Company is a high-tech closet company that offers products and services for the community. FreshFALL is an abbreviation that stands for “fresh for all.” The name reflects the purpose we set for our product and service since we wished everyone to have fresh and clean clothes or lab coats, as well as shoes that were free of germs, dust, and odours. The company’s vision is “we aspire to be one of the top leading companies in the tech industry and deliver safe, hygienic and innovative solutions.” and its mission is “we provide efficient and sustainable products that will assist society in striving toward a better life and a safer environment.” Additionally, FreshFALL’s ultimate motto is “Stay Fresh. Preserve Your Health.” Furthermore, our objectives are classified into two categories: short-term and long-term goals. Our short-term goals are those that we want to accomplish in the near future, whilst our long-term goals would be those that we want to reach in the long run. For short-term goals, we aim to develop significant improvements in our product and service to fulfil the satisfaction of our customers and acquire a large number of regular customers during the first year of our business operations. On the contrary, our long-term goals include having a successful business without any financial issues, becoming the No. 1 company in the high-tech industry of Malaysia in 10 years and creating our own official website to enhance our business marketing and provide online business in the future. FreshFALL SDN. BHD. was established by five partners that have similar backgrounds, and the company was led by Amirah Aina Binti Abul Raoman as CEO. Other partners in the organisation include Nur Imalissa Binti Rosman as administration manager, Sarah Misha Binti Mirza Mohammad Raziq Beg as financial and strategy manager, Putra Amir Hamzah Aziz as marketing manager, and Arween Farina Ajwa Binti Ahmad Farouk as sales and service manager. As they were all students once, they understand the difficulties of balancing chores and academics, particularly for STEM students, where lab coats are essential and cleanliness is a major priority. As a result, they discovered a brilliant solution to their daily problem, which resulted in the creation of the FreshFALL Rafrāichir closet, and FreshFALL Laundry Services. Our target market is separated into two categories: students and employees who will use our laundry service and employees who will purchase our product. Therefore, we selected Taman Senimas as our strategic location since it is a neighborhood with a lot of shops and is near UiTM Kuala Pilah, which is part of our target market. Finally, FreshFALL's production facility and laundry services outlet are located in Taman Senimas, 72000 Kuala Pilah, Negeri Sembilan Darul Khusus. We decided to run both manufacturing operations and laundry services in the same location since it is more efficient and convenient for us, and we can immediately handle and control if anything happens during either operation because they are close together.

Business Background

Nowadays, in Malaysia as in other developing countries the business sector has an enormous potential for improving the nation's economy and income. Because of this positive development, we find ourselves interested in getting involved in the business area. As we have seen, there are a lot of businesses in Malaysia, particularly in the closet industry. Therefore, we take this opportunity to bring out our name, which is FreshFAll.

The FreshFAll SDN.BHD. Company, is a high-tech closet company that provides products and services for the community. Our company name is an abbreviation of Fresh for All. The name is in line with the purpose we created for our product and service, as we wanted everyone to have clean and fresh clothes/lab coats as well as shoes, especially ones free from contamination by microorganisms, dust, and odour. The company registration date was on August 16, 2021.

FreshFAll SDN. BHD. was founded on November 27, 2021, when five partners who shared similar backgrounds found a brilliant solution to their daily hurdle, which was led by Amirah Aina Binti Abul Raoman as our CEO. As we were all once students, we deeply understand the trouble of time management for chores and studies, especially for STEM students where lab coats are essential and hygiene is a top priority because they deal with potentially harmful bacteria, fungi, and viruses every day. We acknowledged that not everyone has access to the washing machine daily as it took too much of their time to line up and take turns. In addition, handwashing is definitely not convenient for everyone (e.g.: people with eczema could not make direct contact with detergents). Another plus point that is often overlooked is that lab coats ideally need to be washed separately from other clothes due to its colour (white) and this will increase the cost for students as one wash typically costs RM4 and above excluding drying service. Furthermore, the weather in our country can be unpredictable sometimes and during nape season, students would not even get a chance to let their clothes air dry. Thus, it will take too much of their time out of a student's tight schedule. This can be observed at the location where we decided to set up our business in order to improve the life quality of these students so that they will get ample time to focus on their studies while also staying hygienic.

We provide a clothes and lab coat sterilizing service (FreshFAll laundry) using a closet we specifically design to fit with the community's necessity. Our high-tech closet offers several