



اَوْبُوْرَسِيْدِيْنِيْ تِيْكُوْنُوْ كِيْمَاوَا  
UNIVERSITI  
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Cawangan Johor  
Kampus Pasir Gudang

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**



**BREEZE WASH LAUNDRY**

**BUSINESS PLAN REPORT (50%)**

Prepared by

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## **EXECUTIVE SUMMARY**

Breeze Wash Laundry is the 24 hours self-service that allows the customer to be more flexible to do their laundry. This self-service laundry is a space furnished with public accessible commercial grade washing and drying equipment. Our laundry not only has washing and drying facilities, but it also has a lounge room, folding tables, coin operated laundry machines and vending machines for detergent.

Our self- service laundry is located at Jalan Jambu 1, Taman Kota Masai, is convenient and accessible for students, apartment dwellers, travelers and those who are facing emergency situations. Taman Kota Masai is a strategic place because it has a high population and the location offers good visibility and accessibility, making it easy for customers to locate our laundry service. Our business operates everyday and 24 hours a day allowing consumers to do their laundry at their own pace.

The management of Breeze Wash Laundry consists of 5 lead workers which are Aqielah Nusaibah as General Manager of Breeze Wash Laundry, Afiq Fikri as Financial Manager, Annis Arissa as Marketing Manager and Aiman Azaim as Operation Manager.

## 1.0 INTRODUCTION

Name of Business	Breeze Wash Laundry
Business Address	
Business Legal Entity	Partnership
Nature of Business	Laundry Services
Email Address	
Social Media	
Telephone Number	
Factors in selecting the proposed business (the opportunity)	<ul style="list-style-type: none"><li>- Selected location is very strategic</li><li>- Greater chances of gaining clients of all ages</li><li>- Has potential growth</li><li>- After some research, the demand for laundry services is highly needed in the area as there are many households and universities</li></ul>
Future prospects of the business	<ul style="list-style-type: none"><li>- Increase sales each years</li><li>- Being known amongst locals and becoming the most visited laundry in the area</li></ul>