



اوتو تكنولوجي مارا
UNIVERSITI
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MARA



Fragrance Laundry

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For
"Making You Look Good It's Our Priority"
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Faculty of Business Management

UiTM Sarawak

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LETTER OF TRANSMISSION

ENT300 students,
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Submission of Business Plan

FRAGRANCE

As a representative of our company, "FRAGRANCE LAUNDRY", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

ENT 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas,

1.1 EXECUTIVE SUMMARY

Our company is known as FRAGRANCE LAUNDRY. The business is in the form of the partnership, which consists of 6 members. Each partner contributes certain amounts of cash as agrees in our agreement. Our main business activity is give services laundry towards to the people in this state.

All partners are entitled to participate in the business management. We have agreed that Dinie Asyraf Bin Suboh as the General Manager, Olivia Sherra Binti Boniface Bujang as the Operational Manager, Sofia Umie Anak Nyadang as the Financial Manager, Fruelin Marie John as the Marketing Manager, Diana Anak Holimen the Administration Manager and Stalone Anak Masam as the Operational Manager.

The management will be lead by General Manager and assisted by other managers. The General Manager is responsible in controlling, leading, organizing and planning the entire business. Administration Manager is responsible for the entire jobs related office administration. The Marketing Manager is responsibility in preparing marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies. The operation of our business is controlled and monitored by Operation Manager. Our operation manager will help by our Operation Manager Assistance that was creating a plan for our laundry. All workers who work in our company are working under operation manager. The Financial Manager will take the responsibility in financial matter such as preparing budget and financial statement by each department expenses.

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2.1 ADMINISTRATION PLAN

Administration is the most important thing to set up a business. It is to ensure the business run smoothly. The performance, growth and survival of the business depend on managerial skills and capabilities. The manager should have the administration function such as planning, controlling, organizing, and leading the company. The task of administration manager is to set the employee's salaries, protect the employee's welfare compensation and fringe benefits, recruiting, provide the furniture and fitting in the office to ensure the employee have comfortable working environment. The administration also has to arrange the organizational structure, do a working schedule, and calculate all budgets relating to administration department.

Besides, the administration also responsible to ensure the partnership and the employees get the acceptable salaries like stated in the agreement and take care about employee welfare such as SOCSO, EPF, bonuses and leaves such as medical leaves, emergency leaves, maternity leaves and annual leaves. Thus, in Fragrance Laundry we see administration function as a vital task where it compresses all the elements to make sure the effectiveness in terms of performing organization activities. Our company, Fragrance Laundry, see that student demand on this service are dramatically increases day by day. By looking this as business opportunity, we chose to create this company that not only focusing in domestic demand but also to help students to manage their time wisely.

Furthermore, students also like to choose laundry to wash their clothes as it is convenience to use and offer with reasonable price. Most of the UiTM and UNIMAS student, especially, stay out from the campus. Thus, this will create more business opportunity to the entrepreneur.