



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

SMART LAUNDRY ENTERPRISE

PREPARED BY:

NAME

ANGELA JULIKA ANAK JILAN	2012728137
MOHD NAQUDDIN BIN SULAIMAN	2012142893
ALBERT ARCHILES ANAK WARREN JEMAT	2012920677
COLYPOPO MONGGIOK SALABIN	2012370255
MUHAMMAD IQBAL BIN OMAR ALI	2012786073

DIPLOMA IN SPORT

MARCH 2015

LETTER OF TRANSMISSION

ENT300 students,
Diploma in Sport,
Universiti Teknologi Mara,
Samarahan Campus,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak

Miss Philomina Francis,
ENT300 Lecturers,
Universiti Teknologi Mara,
Samarahan Campus,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak

Miss,

17 JANUARY 2015

RE: Submission of Business Plan

As a representative of our company, "SMART LAUNDRY ENTERPRISE", 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.

2. 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, which we personally felt, would

1.0 INTRODUCTION

NAME OF COMPANY

The correspondent name that we have chosen for our company is ***SMART LAUNDRY ENTERPRISE***. As the name implies more to a technology name, the very nature of this business that we are entering is based on laundry special services. For our business, this will be a private limited company, incorporated as ***SMART Laundry Enterprise***. Since this is a first attempt in dwelling into this business market we have recognize our inability and limitations of our services. In order for our business to be known, we will be providing our customers with the utmost importance when using our services.

Our main office and business operation will be at Desal lmu, Kota Samarahan and our business will commence its operation on the SEPTEMBER 2016. The factors in establishing our business is that to give the good service of people life and to fulfill demands of the needs in laundry services also in our future to be the part of the Laundry services in Sarawak.

Venturing into this particular business will be a good chance of earn profits because of the high rate in population. Our future prospect in this business is that we will be able to dominate this service within the area of operations and provide a more diverse service within our nature of business.

Our market target is focus in this state, Kuching, Kota Samarahan that have a lot of place to learning such UiTM, UNIMAS, ILP, ICATS that more population of student in this state. We will become the main services of the people in laundry services and other than that we will distribute more facilities in our services over people. Smart Laundry Enterprise is establishing to support the other laundry business with more quality services in this area. It also helps the people especially to the student because to give them a good services and productivity in our business. Our company will provide a lot of new services that no other company have this service such transportation laundry services.

1.1 NATURE OF BUSINESS

A laundry service is a company which does laundry for its clients. There are a number of different styles of laundry service, with varying rates. Laundry services are especially popular with people who are very busy, and with people and organizations which have high volumes of laundry, along with people who simply dislike doing laundry. Many communities have laundry services, which may be listed in the phone book or available through laundromats.

In a classic laundry service, laundry is picked up from residences and businesses on a regular schedule. People usually pay by weight for their laundry, with the service washing, drying, and folding the laundry. Additional services like stain treatment, dry cleaning, and ironing may also be offered at some laundry services.

It is also possible to drop laundry off with a laundry service. Many laundromats allow customers to drop laundry off for cleaning, also charging by weight. Customers may be able to pick from an a la carte menu which includes folding, ironing, and mending services. These services often offer quick turnaround for customers in a hurry.

Some laundry services cater to specific types of customers. Diaper services, for example, just handle cloth diapers for their customers, dropping off a load of freshly laundered diapers every time they pick up a dirty load. College laundry services handle dormitory laundry for college students, which may be limited to sheets and towels owned by the service, or extended to all student laundry. Other laundry services prefer to work with industrial customers like restaurants, inns, hospitals, and animal shelters. Some are specifically certified to handle biohazardous laundry, often charging an extra fee for hazardous substances.

When considering a laundry service, there are several things to think about. In the case of people who do not own washers and driers, the alternative is a laundromat. Laundry services are convenient, but they can also be very costly, and it may be a good idea to price out laundromat services before committing to a laundry service.

1.3 EXECUTIVE SUMMARY

Our company is known as SMART LAUNDRY ENTERPRISE. The business is in the form of the partnership, which consists of 5 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 Angela Julika anak Jilan the General Manager, Albert Archiles Anak Warren Jemat the Operational Manager, Muhammad Iqbal Bin Omar Ali the Financial Manager, Mohd Naquiddin Bin Sulaiman as the Marketing Manager and Colypopo Monggiok Salabin the Administration Manager.

The management will be led 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. 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.