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MARA UNIVERSITY OF TECHNOLOGY
FACULTY OF COMMUNICATION & MEDIA STUDIES

ENTREPRENEURSHIP (ETR 300)

TITLE:
OCEAN CLEAN LAUNDRY



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EXECUTIVE SUMMARY

OCEAN CLEAN is a partnership business, which is shared with five members. Each partner organized one position such as General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager. Each organization plays big part to make sure this business running smoothly. In addition, each manager has to know the entire work, so that means we are deeply known the shaped of the business, the problem that we have to faced and this will make us to managing this business effectively.

The main purpose of the established **OCEAN CLEAN** is to give a service of clothes cleaning, as also the help service center of washing clothes for those who has no time to wash their clothes because of working.

The main activities of **OCEAN CLEAN** are washing clothes, dry cleaning and iron process (in demand). The business will located at Section 7, Shah Alam and will be fully operated on 1st January 2006. this premise is chosen because Section 7 is a developing area, which is near to the road connecting Shah Alam-Klang, housing area, the higher-level institution, UiTM Shah Alam that provide a variety of customer, and the price for the building is quite flexible.

ACKNOWLEDGEMENT

Alhamdulillah, finally our group is able to manage a complete business plan according to the due data given successfully. We wish to take the opportunity to thank all party involved in finishing this business plan for their commitment and hard work, got numerous reviews, and helped in many ways. We really appreciated their inputs. We are greatly in debt to En Sodri as our lecturer for taking the pain of checking and correcting the entire manuscripts or proposal.

We wish to record our thanks to the following reviewers for their constructive criticisms and helpful comments such as :

- a) Staff of Majlis Bandaran Shah Alam (MBSA)
- b) The owner's of Dr Clean
- c) Irdayu Shafinaz from Klang North Port
- d) All friends

Lastly, thanks to all for involving directly or indirectly to complete this business plan. May ALLAH s.w.t bless all of you.

INTRODUCTION OF BUSINESS PLAN

OCEAN CLEAN LAUNDRY

Laundry is the place where people need clothes cleaning service, aged between 18 – 45 years old. We decide to choose this business because nowadays there are a lot of working people, maybe even students that seem not to have so much time to do laundry. So, laundry is the right choice to send their clothes by disburden them to having great days especially during office hour.

Aiming to improve the society lifestyle, we decided to open a new laundry at Section 7, Shah Alam that already provides washing clothes and dry cleaning service. In order to realize this vision, **OCEAN CLEAN** exists.

OCEAN CLEAN is located at :

**NO 33, JALAN KRISTAL 7/6,
SEKSYEN 7
40800 SHAH ALAM
SELANGOR DARUL EHSAN.**

We choose the location at the corner so its like a space for every people who can straightly see our laundry before other shops. Our business will start on 1st January 2006.

Our main target is working parents, working adults and students. Since section 7 is a new housing area, so we do not need to compete with other laundry that located at the neighbourhood.

We expected that we are the first to run this kind of business in the area. We suppose that most of our target customers will send us their laundry bags and that will accumulate high profit.