



BUSINESS PLAN

AL-MAHRA LAUNDRIES

This document depicts a business plan for successful establishment and functioning of a laundry business in Abu Dhabi.

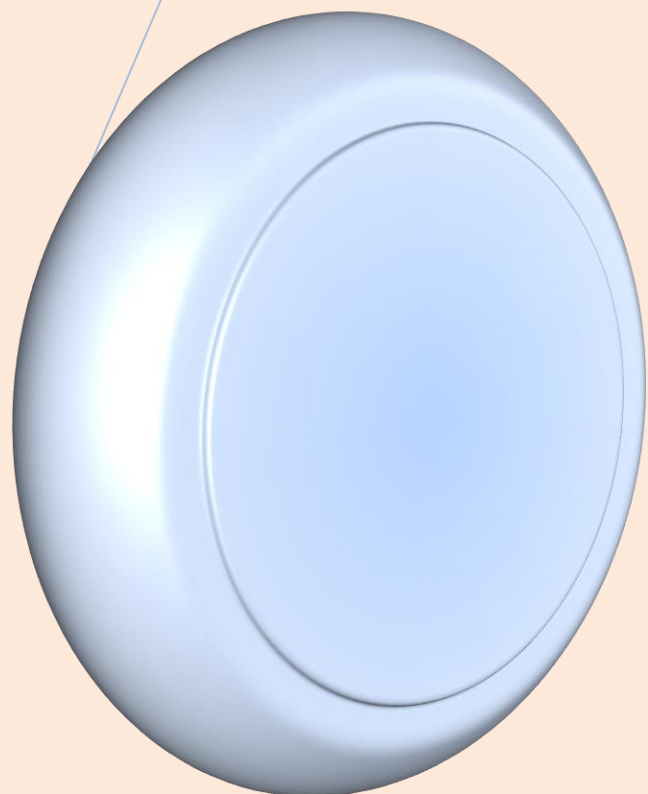


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Executive Summary

Al Mahra laundry will be situated at Musaffah, which intends to offer washing, drying and ironing services to its customers. It holds competitive business advantage because it would face minimum competition from its competitors as there are no other shops offering similar services to the people. Moreover there is high concentration of bachelors and professionals residing in the locality which are in most need of similar services. Al Mahra laundry intends to start-up its business with two shops, four washing machines, one dryer, steam presser and a delivery vehicle for offering door to door services, which will be financed by way of investment of AED 125,000 by the owners, whereas the remaining amount will be borrowed at the prevailing market rates.

Keeping in view the above plan of business this report has been primarily divided into four parts, which are as follows.

- **Introduction:** The introduction discusses the company profile, its objectives and provides recommendations for its success.
- **Plan for business:** The plan for business section discusses in detail the services offered by the company, the equipment required for the provision of those services and the actual operational plan and start-up funding required for maintaining the going concern of the business. Moreover it also discusses the business opportunities along with the risks and worst case scenario in case the business fails to thrive.
- **Marketing strategy and competitive advantage:** This section provides recommendation regarding what the business needs to do if it desires to capture the market share and maximize its profitability.
- **Financial projections:** This section discusses the financial needs of business along with various analysis such as financial analysis, break- even analysis and trend analysis. It also discusses in detail the projected financial performance and financial position of the company for three years.

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