

MARA University of Technology
Faculty of Communication & Media Studies
Diploma in Communication & Media

ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP

Business Plan
of
Iguanaz Productions Sdn. Bhd.

Prepared By:

PUTERI YASRINA BT MOHD YUSOFF	2000279672
NOOR AIDA BT MISRAN	2000279315
SITI NUR ARNEE BT ISMAIL	2000279322
NOR SURIANI BT ISHAK	2000278319
NUR RISYAH BT MUSA	2000642610

Group 5B

FILM
(FIL)

Date of Submission:
September 14th, 2002

CONTENT

1. Introduction
2. Purpose
3. Background of the business
4. Background of Shareholders
5. Location of Project
6. The Administration Plan
7. The Marketing Plan
8. The Operation Plan
9. The Financial Plan
10. Justification
11. Attachments

Diploma in Communication & Media,
Semester 5,
UiTM Shah Alam,
40100, Shah Alam,
Selangor Darul Ehsan.

Mr. Azizan Abdullah,
Entrepreneur Lecturer,
UiTM Shah Alam,
40100, Shah Alam,
Selangor.

August 2002

Sir,

Submission of Business Plan Report

With reference to above matter, I am a representative from this group is willing to submit this complete business planning for the business planning for the Fundamental of Entrepreneurship (ETR 300) by follows the procedures which is suite with our project.

2. This business planning included all important aspects that must have before and after the formation of a certain business, particularly the background of the business, the purpose and the objectives of the organization, marketing operating, financial operating, administration operating and other relevant information.

3. The main reason of this project is that we believed it has a good potential to develop in the future market. In addition, our group planned to encourage more Bumiputra participations in this of business. We also planned to provide the best service and quality to the customer to gain profit

IGUANAZ PRODUCTIONS SDN. BHD. Business Plan

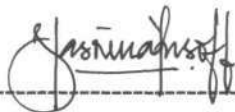
for the company and contribute to national growth and to participate in the process of achieving the objectives of Vision 2020.

4. We are glad to submit this Business Plan for giving an exposure about the business among students directly and indirectly to join and it can be the first step for them to start the business.

5. Lastly, we would like to thank the person who guided us with instructions, advices, contributions, and critics during the process of completing this business plan. We hope that this business plan will fulfill the specifications of the Fundamental of Entrepreneurship subject.

Thank You.

Yours Sincerely,



(PUTERI YASRINA BT MOHD YUSOFF)

General Manager,

Iguanaz Productions Sdn. Bhd.

PREFACE

Alhamdulillah.... with the sacrifice of time, money and energy, we are able to complete this business plan within the required time. Although there are many problems in order to gather all the information and to allocate time for interviews, but with patients and guidance, we are able to solve them and this is the result.

In this opportunity, we would like to express our gratitude and thankful to everybody who helped us direct or indirectly throughout the process of completing this business plan. We cannot thank them enough for all their support, contributions, guidance and comments.

These special thanks are given to our lecturer, Mr. Azizan Bin Abdullah who had given us the advice and the courage to complete this assignment. Not forgotten to our fellow classmates who helped us with the enquiries that we have.

We would also like to send this gratitude to Cinematic Sdn. Bhd., 10 on 10 Pictures, FINAS, and APD Enterprise for their time, support and cooperation during our interviews.

Finally, yet importantly, our parents, relatives and friends who have been a tremendous help by providing us with some contact numbers, financials and support towards the completion of this project. Without them, this business plan would not be a success.