



اُونِيُوَرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS AND MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP
TOPIC: BUSINESS PLAN (BP)

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EXECUTIVE SUMMARY

i.	Name of the business	: Epic Sdn Bhd
ii.	Nature of business	: Sole Proprietors
iii.	Industry profile	: Soap and detergent manufacturing industry
iv.	Business Location	: Shah Alam, Selangor
v.	Date of commencement	: September 2019

vi. Factors in selecting the proposed business:

- a) Promoting and expanding the Islamic brand in Malaysia.
- b) Emphasize the use of halal-guaranteed Islamic-made soap.

vii. Future prospects of the business:

- a) Promote Islamic-made soap and detergent to the International market.
- b) To bring “EPIC brand” as the #1 choice of National and International consumers.

PURPOSE OF BUSINESS PLAN

1. Encouraging consumers to aware about the content of the soap used as for example between coconut oil and pig oil.
2. Making it easier for working mothers to handle their household matters
3. Prioritize the cleanliness of the clothes, home and personal in efficient and effective way.
4. Foster the spirit of product support by Muslims in market place.
5. Provide products with affordable price and has satisfactory quality and results.

TARGET MARKET

In terms of target market, we had identified our target user starting from families, adult and teenagers which average 15 – 64 years old. Besides, in determining the market size, our soap and detergent products focused on the families, adult and teenagers that often used detergent and soap products in daily life. So, it's estimated to be about 40, 000 customers by year.

1. The calculation for our market size:

- Estimated number of families, adult and teenagers from certain area in Selangor will be around 2,000,000

- Number of customers who come to Epic Sdn Bhd factory
 $2.0/100 \times 2,000,000 = 40, 000$ per year

2. Number of customer per month

In one day, the estimated total customers that buy our products is 110. So, 111 customers x 30 days = 3,330 customers per month. So, the potential customers who will buy our products is at least 3,330 customers x 12 month = 39,960 per year.

1-day	: 111 estimated customers
1 week	: 111 customers x 7 days = 777 customers
1 month	: 111 customers x 30 days = 3,330 customers/ month
1 year	: 3,300 x 12 months = 39, 960 customers/ year

MARKET SIZE

Table 1: Market size

Market Segment	Population	Target Market (%)	Target Market
Teenagers	2,000	20	400
Families	4,500	40	1,800
Adult	2,000	40	800

Market Segment	Target Market	Potential Purchase RM	Total Potential Purchase (monthly) RM
Teenagers	400	150/month	$RM150 \times 400 = 60,000$
Families	1,800	150/week	$(RM150 \times 4 \text{ weeks}) \times 1,800 = 1,080,000$
Adult	800	100/week	$(RM100 \times 4 \text{ weeks}) \times 800 = 320,000$
TOTAL			1,460,000

Market size per year = 17,520,