



اَوْنَهُنَّ سَبِيحِيَّتِي تَتَكُونُ اَلْوَكِيْنُ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1105A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

KURASHHA.CO

SHAW BOTTLE CRUSHER

PREPARED FOR:

MADAM THAHIRA BIBI TKM THANGAL

PREPARED BY:

Aizat Fathullah Bin Azman	2014799963
Suraya Nabilah Binti Noor Hesham	2014490216
Muhammad Issafeeqa Bin Sa'adon	2014167807
Muhamad Bhauddin Bin Mohd Masri	2014938583
Alif Azri Bin Omar	2014280512

Before we go any further, we would like to take this opportunity to thank our devoted lecturers namely Madam Thahira Bibi Tkm Thangal and Madam Fairuz Binti Ramli for their teaching and guidance through the process of completing this business outline. Without their help, our business would have been a failure.

Furthermore, we would like to give appreciation to our fellow course mates for providing help and information where needed. Sharing is the key to success.

TABLE OF CONTENT

<u>TITLE</u>	<u>PAGE</u>
COVER LETTER	
ACKNOWLEDGEMENT	6-7
EXECUTIVE SUMMARY	8-9
1. INTRODUCTION	10 - 29
1.1 Introduction	10 - 11
1.2 Business Purpose	12 - 13
1.3 Business Background	14 - 15
1.4 Business Logo	16
1.5 Partners' Background	17 - 23
1.6 Partnership Agreement	24 - 26
1.7 Location of Business	27 - 29
2. ADMINISTRATION PLAN	30 - 37
2.1 Organizational Structure	32
2.2 Manpower Planning	33
2.3 Schedule of Task & Responsibilities	33 - 34
2.4 Schedule of Remuneration	35
2.5 List of Office Supplies	36
2.6 Administration Budget	37
3. MARKETING I	50
3.1 Marketing Objective	39
3.2 Description of Product	39
3.3 Target Market	40
3.4 Market Size	41- 43
3.5 Competitors	43
3.6 Market Share	44 - 45
3.7 Sales Forecast	46
3.8 Marketing Strategy	47 - 48
3.9 Manpower Planning	49
3.10 Marketing Budget	50

4. OPERATIONAL PLAN	51 - 67
4.1 Component of Operating System	52
4.2 Operation Objectives	52
4.3 Operation Strategies	53
4.4 Concept of Operation	54
4.5 Process Planning for Manufacturing	54 - 56
4.6 Operation Layout	57
4.7 Production Planning	58
4.8 Material Planning	59 - 60
4.9 Manpower Planning	60 – 63
4.10 Overhead Requirement	63
4.11 Total Operations Cost	64
4.12 Cost Per Unit	64
4.13 Productivity Index (PI)	64
4.14 Location Plan	65
4.15 Business and Operation Hours	65
4.16 License, Permits and Regulations Required	66
4.17 Operation Budget	67
5. FINANCIAL PLAN	68 - 83
5.1 Operating Budget	69 - 71
5.2 Project Implementation Cost and Source of Finance	72
5.3 Fixed Asset Depreciation Schedule	73 - 75
5.4 Loan and Hire-Purchase Depreciation Schedule	76
5.5 Pro Forma Cash Flow Statement	77
5.6 Pro Forma Income Statement	78
5.7 Pro Forma Balance Sheet	79
5.8 Financial Ratio Analysis	80 - 82
5.9 Forecasted Performance	83
CONCLUSION	84 – 85

EXECUTIVE SUMMARY

KURASHHA Co. is a small company that produce and sell pet bottles crusher at an affordable price. The company is established to encounter the problem faced by the public which is to ease people to recycle pet bottles and keep surrounding place clean.

Located at Kota Puteri, we can easily obtain raw materials to produce our product around us. At the same time, we can market our product at Tesco Seri Alam, Mydin and Today's Market, and Offices in Pasir Gudang.

KURASSHA Co. is a company organized by 5 strong people. Each of us plays a big role in order to maintain our production quality, financial growth, marketing and operational management.

Furthermore, in order to get and maintain a good result, we produce our product based on the population size around Bandar Seri Alam and Masai and also Bandar Pasir Gudang. We targeted these places because it is centre of lots of people. So it is easier to promote our product and sell it to the company and also customers.