



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

EM110

KNOCK ON WOOD COMPANY

FOLDABLE DINING SET

PREPARED BY :

FACULTY : FACULTY OF MECHANICAL ENGINEERING

SEMESTER : 5

PROJECT TITLE : FOLDABLE DINING SET

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SUBMISSION DATE : 27TH DECEMBER 2017



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ACKNOWLEDGEMENT

Assalamualaikum wbt praise to Allah SWT for giving us opportunity to complete our business plan smoothly as our Knock On Wood project successfully achieved with least mischievous problem. As a result of good teamwork, we finally achieved all of our goals during this project.

This project teach us on how to cooperate between our team member, commitment during the project and how to organize the whole organization before we required to start for a new business. This is the important step for us to be a successful entrepreneur in the future. Besides, we also learn on how to manage our business plan with our own strong strategy.

We do appreciate all the helps given by other people who lend their hand and ideas to help us innovate and improve our product. Especially both ENT 300 lectures which is Madam Thahirah and Dr Azizah who helped us the most by give advices in completing every single part of our project including report and business plan.

Last but not least, a huge appreciation also presented to our family and friends who help us improvise and give support from spiritual and mentality through pray and morale support which help us a lot in making our flow and journey went smoothly without any errors and injuries.



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EXECUTIVE SUMMARY

The project named 'Fordable Dining Set' was created and developed by our company which is KNOCK ON WOOD. The company was organized by 3 important members with a high intelligent prospect people who named Arif Azfar bin Azhar as General Manager and Marketing Manager, Muhammad Nazri bin Mohd Salme as Operational Manager and Mohd Afiq Syahmi bin Mohd Noor as Administration Manager and Financial Manager.

The name KNOCK ON WOOD was created after a full commitment discussion among us and we were strongly agree about that name as it connected to our 'Wood Based' product. The meaning can be described by dividing them into two words which is KNOCK ON and WOOD. KNOCK ON word used as our company produced product that can be done by hardware tools such as hammer and nails which they have to be knocked and hit to combine two woods. In addition, we add another devices to improve the product. The word WOOD used as wood is the main medium for our product.

Our tagline is "Don't Mess with Wood" as its carry a meaning with strong message. People nowadays always wanted a new thing with high maintenance but they did not realize the nature that useful to human kind. Wood can be recycled after being used and reduce wastage. Our company located at Lot 97, Jalan Lembah 18, Bandar Seri Alam, 81750 Masai, Johor.

The product is created to help people make their own decision on where they want to sit and make some works as they can bring both wooden chair and wooden mini table anywhere. Besides, this product can also act as a very useful medium when spending time with family like picnic or family gathering.



2.0 INTRODUCTION

2.1 NAME OF BUSINESS

Our Business name which is Foldable Dining Set is gained after we discussed each other and agreed with the result. Foldable Dining Set named as it function that can be fold and its involved combination sets of table and chair. As our company create product through woods as a medium, we conclude that the product is the best and can be manufactured in our company.

2.2 NATURE OF BUSINESS

The business that we create is the best product that can act it role and help people reduce not only space, but also energy and time as it simplified and compacted in one box that can bring sets of table and chairs. The percentage of main material which is wood with estimated percentage of 85 to 90 percent make it lighter so people can carry it anywhere they want. The other components used especially the one used to combine and joint two material is high ductility and brittleness to prevent the product from uninvented problems. Besides, as wood nowadays can be gained at many places, the price will be the most affordable product. It can be said as an affordable product with high quality and it can last long and cheap. Furthermore, the set of chairs have high mass limit which it can withstand mass until 90 kg maximum. In order to increase the credibility, we add the number of components used to combine the product such as screws to prevent the chair or table from collapse or breaks easily. Our customer will experienced the best product that helps them reduce space and energy used whenever they are enjoying their important time with family especially in a picnic as it is the main purpose of our product.