



اَوْنِيُو تِيكْنُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING

EM110

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: SHAZ CASINGS COORPORATION

PRODUCT: CUSTOM SMARTPHONE CASES

PREPARED FOR:

DR. AZIZAH BINTI DAUT

PREPARED BY:

ARIFF BIN AWANG ABDUL RAHMAN	2015814602
MUHAMAD AMIRUL HAFIZ BIN JAILAN	2015891886
ZAIRUL AKMAR BIN MUHAMMAD	2015889994
SHAHRUL ANUAR BIN MOHD YUSLEE	2015216346

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1	INTRODUCTION	1
	1.1 Introduction	2
	1.2 Purpose	3
	1.3 Business Background	4
	1.4 Vision	5
	1.5 Mission	5
	1.6 Organizational Chart	6
	1.7 Logo	7
	1.8 Background Partnership	8
	1.9 Location	12
2	MARKETING PLAN	15
	2.1 Objective	16
	2.1.1 Service Description	16
	2.2 Target Market	18
	2.3 Market Size	18
	2.4 Competitor	19
	2.5 Market Share	20
	2.6 Sales Forecast	22
	2.7 Marketing Strategy	24
	2.7.1 Service Strategy	
	2.7.2 Price	
	2.7.3 Place	
	2.7.4 Promotion	
	2.8 Marketing Budget	29

3	OPERATIONAL PLAN	30
	3.1 Process Planning	33
	3.2 Operational Layout	36
	3.3 Production Planning	37
	3.3.1 Demand Forecast Per Month	
	3.3.2 *Demand Forecast Per Day	
	3.4 Spare Part Material Planning	39
	3.4.1 Spare part material requirement planning	
	3.4.2 Identify supplier	
	3.5 Machine and Equipment Planning	39
	3.5.1 Amount of machine & equipment required (Calculate for every machine usage)	
	3.5.2 List of machine & equipment	
	3.5.3 List of machine supplier	
	3.6 Manpower Planning	41
	3.6.1 Organization chart for operation department	
	3.6.2 Schedule of task and responsibilities	
	3.6.3 Schedule of remuneration	
	3.7 Overhead Requirement	43
	3.7.1 Operations Overhead (indirect material/insurance/maintenance and utilities)	
	3.8 Total Operational Cost	43
	3.9 License, permits and regulations required	44
	(Refer text book and choose relevant with your business)	
	3.10 Operations Budget	45
4	ADMINISTRATION PLAN	46
	4.1 Schedule of task and responsibilities	47
	4.2 Office furniture, fittings, and office supplies	51
	4.3 Administration budgets	55

3	OPERATIONAL PLAN	30
	3.1 Process Planning	33
	3.2 Operational Layout	36
	3.3 Production Planning	37
	3.3.1 Demand Forecast Per Month	
	3.3.2 *Demand Forecast Per Day	
	3.4 Spare Part Material Planning	39
	3.4.1 Spare part material requirement planning	
	3.4.2 Identify supplier	
	3.5 Machine and Equipment Planning	39
	3.5.1 Amount of machine & equipment required (Calculate for every machine usage)	
	3.5.2 List of machine & equipment	
	3.5.3 List of machine supplier	
	3.6 Manpower Planning	41
	3.6.1 Organization chart for operation department	
	3.6.2 Schedule of task and responsibilities	
	3.6.3 Schedule of remuneration	
	3.7 Overheard Requirement	43
	3.7.1 Operations Overhead (indirect material/insurance/maintenance and utilities)	
	3.8 Total Operational Cost	43
	3.9 License, permits and regulations required	44
	(Refer text book and choose relevant with your business)	
	3.10 Operations Budget	45
4	ADMINSTRATION PLAN	46
	4.1 Schedule of task and responsibilities	47
	4.2 Office furniture, fittings, and office supplies	51
	4.3 Administration budgets	55

EXECUTIVE SUMMARY

SHAZ Corporation is a company that located at No16, Jalan Cendana 21, Taman Rinting, 81750 Masai, Johor. We pick this location as it is strategic place and near to the post office as we can deliver the customer order. Other than that, we use that place to run a processing the final product. Our business is focus on design and selling custom casing phones at reasonable price.

Our company design the custom casing phones based on the customer need. Technologies of smartphones in this world either in this country has developed to the top. So, the people will buy the casing phones in order to protect their phones. Every people have different taste and they need different design of their phones based on their interest. SHAZ Corporation is a partnership and it will began to operate on 12 December 2018. We choose this because there are not a lot of competitors and it can expand future. We used online business as a medium to promote this custom casing phones.

This online business has good prospect in future as we are creating the custom casing phones based on people need which are different to other company. We have always believe that our business will excel to its attention and slowly but surely gain market share. Furthermore, we also planning to expand our wings by creating some media social accounts to expose our product. In 6 to 7 years ahead, we can achieve our goal by become the best company that provide the custom casing phone.