



**UNIVERSITI TEKNOLOGI MARA**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ENT 300)**

**ARTIST TREE**

**PREPARED BY**

<b>SHIRLEY OCTER DAMSI@JACK</b>	<b>2012546607</b>
<b>NURSYAHIRA BEDULA</b>	<b>2012177475</b>
<b>AIVYVIANA FIFFY JEN MORIJON@JUMI</b>	<b>2012934855</b>
<b>JACQUELINE JULIN</b>	<b>2012187055</b>
<b>NURFAZIRAH BINTI SAPIE</b>	<b>2012112647</b>

**LECTURER'S NAME : DR. NABILA AZWA**

**DATE OF SUBMISSION : 18th SEPTEMBER**

## Table of Contents

<b>Contents</b>	<b>Page</b>
<b>1 Introduction</b>	
Executive Summary	1
Purpose of Business Plan	2
Business Background	3
Logo and description	4
Partners' Background	5-9
Partnership Agreement	10-13
<b>2 Administration Plan</b>	
Introduction	14
Business Vision and Mission	15
Organization Chart	16
List of Administrative Personnel	17
Schedule of Tasks and Responsibilities	18-19
Schedule of Remuneration	20
List of Office Equipment and Supplies	21
Administration Budget	22
<b>3 Marketing Plan</b>	
Introduction	23
Profile of Products	24
Target Market	25
Market Size	26
Competition	27
Market Share	28-29
Sales Forecast	30-32
Marketing Strategies	33-39
Marketing Budget	40
<b>4 Operation Plan</b>	
Introduction	41
Operation Process & Process Flowchart	42-43
Material Requirement	44-45
List of Machines and Equipment	46
Layout Plan of Operation Area	47
Operations Budget	48
<b>5 Financial Plan</b>	
Introduction	49
Compilation of Budgets	50-54
Project Implementation Cost	55
Table of Depreciation	56
Loan & Hire- Purchase Amortization Schedule	57
Cash Flow Proforma	58
Profit and Loss Proforma	59
Balance Sheet Proforma	60
Financial Ratio Analysis	61-63
Appendixes	64

## **Introduction**

### **Executive Summary**

There are no personal doodled gift products shops in Kota Kinabalu. We discovered that most of the shops operating in the area are gift retailer shops which focus on delivering designed products. Originality is what we found lacking in this market. Therefore, this is where Artist Tree comes to an existence.

This business is based on partnership whereby it consists of five(5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 50,000 from the contribution of RM 10,000 of each member. Another RM 30,000 is a loan from Maybank.

Artist Tree is a start-up business producing gift products with handmade doodle arts on them located in the heart of Kota Kinabalu city, on the 3rd floor of Centre Point Sabah mall. We can loosely be described as a shop where we personally make interesting yet stylish doodle arts on items such as shoes, book covers, mugs, bookmarks and mini instruction recipe cards. Original works on these items is our main selling point.

Artist Tree will hold true to its vision of being a new concept with intimate marks on customers' favorite's items in order to become desirable gift products for KK natives. Centre Point Sabah mall is an optimal location for launching our new business concept. This mall, being one of the popular spot for hang outs among KK citizens every weekend as well as tourists provides exposure needed by our business. We plan to manipulate our location in the Centre Point Sabah mall to our utmost advantage.

Interesting, fun and stylish items are for everyone, and thus we evaluate that people of young generation especially teenagers and children can afford and willing to buy our products regardless of their gender. Famous characters such as minions from the animated Disney movies are one of the designs that we interpreted and doodle on items such as shoes which of course added with our personal value. Our products would be perfect gifts to the loved ones for any occasions or as personal collections.

We are sure that our business has the potential to expand its market as we believe that this idea represents new concept of gift products to be chosen by customers in the future.

## **Purpose of Business Plan**

This business plan is prepared to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Artist Tree will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confidence of the bank.

Artist Tree has requested from Maybank for a loan up to RM 30,000 so that it can build itself in this business. The other RM 50,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 10,000 each.

The financing will be used to purchase start-up assets such as drawing equipment or some of the fixture and fittings in the shop. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer.

We also use this business plan as a guideline for the manager in order to move the company in the right direction. Artist Tree has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Artist Tree will fully utilize all the assets and resources so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Artist Tree is completely confident that it will be able to pay the loan back including the interest.

## **Business Background**

Artist Tree is a shop making doodled gift products located in Centre Point Sabah, KK. It emphasizes handmade doodle arts on items such as shoes, bookmarks, mugs etc. Personally drawn doodle arts on items are the unique selling point of our business.

<b>Name of company</b>	Artist Tree
<b>Address:</b>	3 <sup>rd</sup> Floor, Centre Point Sabah, 1, Jalan Centre Point, 88000 Kota Kinabalu , Sabah, Malaysia
<b>Telephone number:</b>	03-11222708
<b>Fax number:</b>	03-11222708
<b>Email:</b>	<a href="mailto:artistreepship@gmail.com">artistreepship@gmail.com</a>
<b>Form of Business:</b>	Partnership
<b>Main activity</b>	Making products with handmade doodle arts on them
<b>Date of Registration:</b>	1 <sup>st</sup> July 2015
<b>Number of Registration:</b>	In Progress
<b>Date of Commencement:</b>	1 January 2016
<b>Initial Capital:</b>	RM 50,000 ( RM 10,000 each from members)