



UNIVERSITI TEKNOLOGI MARA

300ENT
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
POCKET HOUSE

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Appendix

Appendix 1: Market Research

Appendix 2: Financial Proforma

Appendix 3:

Appendix 4: Market Research (continued)

Appendix 5: Market Research

Appendix 6: Financial Proforma

Appendix 7: Market Research (continued)

Appendix 8: Market Research (continued)

Appendix 9:

Appendix 10:

Appendix 11: Market Research (continued)

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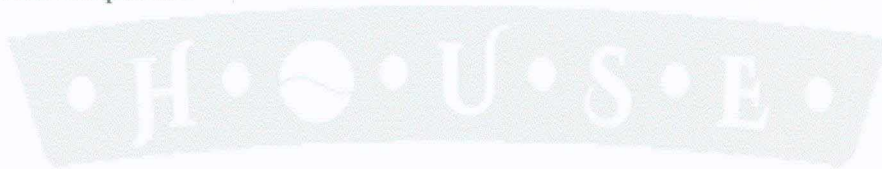
Appendix 12:

1.0 EXECUTIVE SUMMARY

We decided to start the business as partner and from the agreement we decided to use a name which is Chill and Pocket House. We choose this name because we believe our service is related to it and easy remembered by the customer. Our business main service is a locker for a customer to put their things and make the customer more comfortable doing their shopping or other. Other than that, we also provide mini-cafe that serve drink and fast food. Our secondary revenue is babysitter and selling magazine and newspaper.

Our business will be located at first floor of 1Borneo Hypermall, Kota Kinabalu. Before we came out with the business plan, we decided to make an observation to the location which is 1Boneo Hypermall. What we got is there is too many customers came over there and most of the shop did not provide a locker for the shopper and they will not comfortable with the situation.

In order to make this project to happen we are require funding RM 50 000 to start the business and for the opening grand. We are forecasting to increases 10% and15% sales of our business on second and third year respectively. To achieve these goals we have to make a double effort on operating and promoting this service since this is a very first time introduced to the public.



1.1 PURPOSE OF BUSINESS PLAN

The purposes of preparing this business plan are :

i) To fulfill the market demand

- There is a lot of dissatisfaction voiced by the customer in term of uncomfortable, so we will find a way to fulfill their satisfaction and make them more comfortable.

ii) To provide a comfortableness to the customer

- We want every customer feel easy during their shopping

iii) To gain profit with high demand

- In order to survive from the competition, we need to get a high demand to get higher profit.

iv) To involve the Bumiputra in entrepreneurial

- The Bumiputra also need to compete with the other entrepreneurial in order to be more successful.