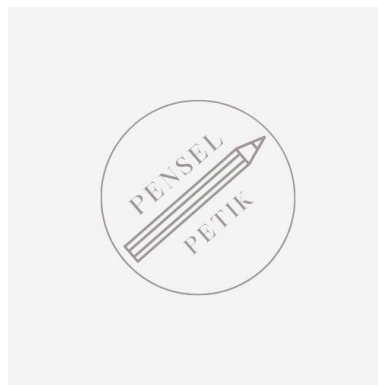




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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN



PENSELPETIK SDN BHD
"THE BEST STATIONARY IN TOWN"

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EXECUTIVE SUMMARY

The purpose of doing this report is to identify, describe and analyze a business opportunity, examining its technical, economic and financial feasibility. Business plan is a written document that describes how a business usually a startup defines its objectives and how it is to go about achieving its goal. Also, to allow ourselves with real expertise and understanding about how to start a business as well as judgement to excel in this subject, ENT300.

For the opening content, we described about our company background which is PENSELPETIK Sdn Bhd, our company's name. We gave the details information about PENSELPETIK's company such as the location of our store, e-mail address, contact number and our date of registration to make sure the society informed that our company is exist and legal. In this part, we also gave the details explanation about our new innovative product which is Benri case, a useful and effortless pencil case for everyone.

We have identified the target market of our company that is going to be our customer. The calculation are made from the population to identify the target market. Next, we also provide and did the calculation of sales forecast that include in month and year. We have planned the marketing strategy for achieve our goals with product strategy, pricing strategy, distribution strategy and promotion strategy. As for our competitive advantage, we are able to utilize economies of scale and produce products at a low cost and as a result, offer products at a lower selling price than that of its competitors. We choose the quality over anything as it symbolizes our brand. We also give the best customer service so that the consumer will be delighted and become a loyal customer. Profitability is the ability for a business to earn a profit. For our company, we gain profitability from the markup price of a product. So once sold, income is generated.

1.0 **BUSINESS DESCRIPTIONS**

- a) Name of the company : PENSELPETIK Sdn Bhd
- b) Factors in selecting the proposed business
 - To produce a product that can give benefit to the community.
 - To become the world's preferred stationary supply

1.1 **Company Background**

Name of the business	Benri Case
Business Address	17 & 19, Jalan Padi Emas 1/3, Bandar Baru Uda, 81200 Johor Bahru, Johor
Website/e-mail address	penselpetik@gmail.com
Telephone Number	011-6220 0142
Form of Business	Proprietorship
Main Activity	Producing own pencil case
Date of Commencement	1st January 2020
Date of Registration	1st December 2019
Name of Bank	Maybank2U
Bank Account Number	151258709517


Table 1.1 Company Background

PENSELPETIK's is a small-sized company in Malaysia that owned Nur Fatin Nabilah. This business had developed well and had produced more PENSELPETIK's brand stationary. PENSELPETIK's company manufactures a new innovative product this time that is most suitable for student and designer. PENSELPETIK's is a stationary store that have a lot of material for school and office. Stationary includes materials to be written on by hand or by equipment such as printers. In addition, other than producing our own products, we also sell products from other brands in our store to make it easier for customers to make their choices. The PENSELPETIK's store is located at 17 & 19, Jalan Padi Emas 1/3, Bandar Baru Uda. The reason we choose this location because Bandar Baru Uda are formerly known as the center of business where all the business are always catch the attention of the people who visit Bandar Baru Uda and is definitely a focal point for people to visit. The location also very

strategic because it is located at a big city of Johor Bahru and it is perfect place to promote our business.

The email of PENSELPETIK’s company is penselpetik@gmail.com and the customer can contact through WhatsApp or call 011-6220 0142. We start up our business on 1st January 2020 and the date of registration on 1st December 2019. PENSELPETIK’s company is a sole proprietorship and the reason it work as sole proprietorship because of the capital required to set up is very low and the process is also simple without having many conditions and not taking long. All risks must be borne by a sole proprietor and this will encourage us to work responsibly and carefully to avoid bankruptcies.

1.2 Organization Logo/ Motto
Logo description, Organization Mission and Vision

Logo/Motto
 <p>“The best stationary in town”</p>

Mission
<ul style="list-style-type: none">• We are committed to produce a product that can give benefit to community at reasonable and affordable price.

Vision
<ul style="list-style-type: none">• To become the world’s preferred stationary supply

The idea of the logo came from simplicity. Nowadays people tend to make logo trying their best to attract customer’s attention especially for a new establishment store and human brains tend to remember something that is extra ordinary. Normally we can see that the