



BUSINESS PLAN

TITLE: Da FAN MART

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

FACULTY & PROGRAMME : A4CS1435G

SEMESTER : 5

NAME OF MEMBERS :

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LECTURER : MADAM HAFINI SUHANA BINTI ITHNIN

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EXECUTIVE SUMMARY

Da FAN Mart is a grocery store that is located at Taman Lestari Putra, 43300, Seri Kembangan, Selangor. This store provides many daily needs to the community of Taman Lestari Putra. Our business is aiming for the vision and mission of our store.

Basically, our purpose is planning to develop a business that helps to fulfil customers needs while competing with others grocery stores. The products that we sell are chicken, fish, various vegetables, cooking oil and many more.

There are some factors that we consider for our target customer. The first factor is geographic. The location of Da FAN Mart is close to the residential area of Taman Lestari Putra. Second, from a demographic factor, my targeted customer is adults with potential age 18 years old and above. Third, behavioural. For example, every house needs fresh chicken and fish to cook as a dish. So, the residents will buy chicken and fish from our grocery store. The last one is psychographic. Based on our purpose, we want to help customers to get some groceries from shops that are close to their residential area. By holding this business, it will save their time to not go to grocery stores far from their residential areas.

The reason why we launched this business is to help the people that are less capable and have low household income to get groceries from our mart with affordable and much lower prices. Not to *blow my own trumpet* but our mart offers a lower price than other groceries stores near to the residential area. Even though there were many grocery stores, they will make our mart as the first choice to buy groceries.

Based on our cash flow statement, our company is efficiently operating and has high profitability. This said so because our revenues exceed our expenses. In addition, I can see our business in the future has high chances to survive in any forecast.

Not to forget our management team that working together to develop this store Afifah as administrative manager that manage the supplies for our business, Ameer Syakirin as marketing

manager who is the one that planning the marketing plans, Nor Nadhirah as operation manager that manage the stock and inventory and Muhammad Danish as the finance manager that produce financial reports of Da FAN Mart.

1.0 BUSINESS DESCRIPTIONS

Our company's name is Da FAN Mart. The factors on why we selected this proposed business is to ease the resident at Taman Lestari Putra. This company is a trading type where it sells various good products to customers and offers them at an affordable price. We provide many types of goods of basic needs for the customers. Besides, our company is aiming to build a stable and successful mart that is well-known and can be visited by all of the community nearby.

1.1 Company Background

a) Name of the Organization	Da FAN Mart
b) Business Address	1B, No: 35 (Ground Floor, Taman, Jalan LEP 1/5, Lestari Putra, 43300 Seri Kembangan, Selangor
c) Website/e-mail address	dafanmart@gmail.com
d) Telephone number	03-123456789
e) Form of Business	Sole Proprietorship
f) Main Activities	<ol style="list-style-type: none"> 1. promoting 2. selling 3. cleaning 4. stocking 5. calculating 6. delivering
g) Date of Commencement	1 March 2020

h) Date of Registration	31 March 2020
i) Name of Bank	CIMB Bank
j) Bank Account Number	1098765432

1.2 Organization Logo/ Motto

Logo/Motto
SHOP WELL, SPEND LESS

Mission
PROVIDES HIGH QUALITY PRODUCTS, FRESH AND QUALITY WITH MAXIMUM VALUE ADDED

Vision
OFFER A VARIETY OF QUALITY AND VALUABLE DAILY NEED PRODUCTS AT AFFORDABLE PRICES

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	NURFARAH ALYA BINTI AHMAD ZAINI
Identity Card Numbers	000326-14-0178
Permanent Address	40, JALAN LEP 5/14, TAMAN LESTARI PUTRA, 43300, SERI KEMBANGAN, SELANGOR
Correspondence Address	40, JALAN LEP 5/14, TAMAN LESTARI PUTRA, 43300, SERI KEMBANGAN, SELANGOR
E- Mail	farahalya2664@gmail.com
Telephone Number/Fax Number	0193550736
Date of Birth	26 March 2000