



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
TOMPINAI CO.

PREPARED BY:

ANASTASIA DIASIP	2014896032
FAIEZAH DIYANAH MUALASAN	2014475092
FATIN NAJIAH SALIM	2014292426
JACQUELINA JUMPER	2014285932
MAYA MAGDELINE JAFFERY	2014413296
NATASYA AQILAH BT MAT AZIM	2014407966

JUNE 2016

CONTENTS

EXECUTIVE SUMMARY.....	5
ACKNOWLEDGEMENT	6
1.0 INTRODUCTION	7
1.1 THE PURPOSE OF THE PROPOSED BUSINESS PLAN	7
2.0 COMPANY BACKGROUND.....	8
3.0 PARTNERS' BACKGROUND	9
3.1 GENERAL MANAGER.....	9
3.2 ADMINISTRATIVE MANAGER.....	10
3.3 MARKETING MANAGER	11
3.4 OPERATIONAL MANAGER	12
3.5 FINANCIAL MANAGER.....	13
3.6 ASSISTANT FINANCIAL MANAGER.....	14
3.7 PARTNERSHIP TERM AGREEMENT OF TOMPINAI CO.	15
4.0 LOCATION OF BUSINESS.....	24
4.1 FLOOR LAYOUT	25
4.2 ADVANTAGES	26
5.0 MARKETING PLAN.....	27
5.1 MARKETING OBJECTIVE.....	27
5.2 BUSINESS DESCRIPTION	28
5.3 TARGET MARKET	29
5.4 SITUATIONAL ANALYSIS.....	31
5.5 MARKET SIZE	33
5.6 MARKET SHARE	34
5.7 SALES FORECAST	36
5.8 MARKETING STRATEGY.....	38
5.8.1 <i>Product</i>	38
5.8.2 <i>Place</i>	40
5.8.3 <i>Price</i>	42
5.8.4 <i>Promotion</i>	44
5.9 MARKETING PERSONNEL.....	48
5.10 MARKETING BUDGET	49
6.0 OPERATIONAL PLAN	50

6.1	OPERATIONAL OBJECTIVE	50
6.2	PROCESS PLANNING	51
6.3	OPERATIONS LAYOUT	52
6.4	SERVICE PLANNING	53
6.5	MACHINE AND EQUIPMENT PLANNING	55
6.6	MATERIAL PLANNING	56
6.7	MANPOWER PLANNING	61
6.8	OVERHEAD REQUIREMENT	62
6.9	LOCATION PLAN	63
6.10	BUSINESS AND OPERATION HOURS	64
6.11	LICENSE AND PERMITS REQUIRED	65
6.12	OPERATION BUDGET	66
6.13	IMPLEMENTATION SCHEDULE	67
7.0	ADMINISTRATION PLAN	68
7.1	BUSINESS VISION, MISSION AND OBJECTIVE	68
7.2	ORGANIZATIONAL STRUCTURE	69
7.3	ADMINISTRATION PERSONNEL	70
7.4	SCHEDULE OF TASKS AND RESPONSIBILITIES	70
7.5	SCHEDULE OF REMUNERATION	72
7.6	OFFICE FURNITURE AND FITTINGS	73
7.7	ADMINISTRATION BUDGET	76
8.0	FINANCIAL PLAN	77
8.1	PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING	77
8.2	BUDGETS	78
8.2.1	<i>Administrative Budget</i>	78
8.2.2	<i>Marketing Budget</i>	79
8.2.3	<i>Operations Budget</i>	80
8.3	SCHEDULES	81
8.3.1	<i>Depreciation Schedules</i>	81
8.3.2	<i>Loan & Hire-Purchase Amortisation Schedules</i>	82
8.4	PRO-FORMA CASH FLOW STATEMENT	83
8.5	PRO-FORMA INCOME STATEMENT	84
8.6	PRO-FORMA BALANCE SHEET	85
8.7	FINANCIAL ANALYSIS	86
	APPENDIX	90

Executive Summary

The name of our firm is Tompinai Co. It is a company that provides business consultation to those that demand for it. Business consultation is the need that most entrepreneurs would seek for upon commencing businesses. In starting any business or simply being involved in the business industry, a wise businessperson would prefer some proper guidance on how to start their business or in going through business ideas and plans.

Our company would be offering consultation predominantly to local entrepreneurs that consist of mostly Bumiputeras as well as non-Bumiputeras and foreign entrepreneurs. This is not only to generally help entrepreneurs in Kota Kinabalu area but also offer assistance for the potential local businessmen to undertake business ventures of their own as well as developing better Bumiputeras' involvements in business commerce. Henceforth, the term "Tompinai" as our company's name that means brothers and sisters in one of Sabah's native language, Kadazandusun.

The nature of our business is partnership. Our office is located at Cyber Square 2, Penampang. The date expected to start up our business is in June 2016. The growth of businesses around Kota Kinabalu has been increasing over the years ranging from so called hipster cafes and coffee shops to real estate properties development. Therefore, we are look at it as an opportunity to establish in a business consultation industry.

Since our target market consists of increasing numbers of entrepreneurs in Kota Kinabalu and eventually some more coming from other parts of the Malaysia along with businesspersons overseas, the business has a high potential to expand. From this, the prospect of our business in the future is to have increased 3% and 5% of our business sales on the second and third year respectively.

1.0 Introduction

1.1 The purpose of the proposed business plan

As the founders of the company, we act accordingly with the provided procedures set by the business plan proposal guidelines. The purposes of it include:

- i) To serve as a guideline to for us to start a business
- ii) To convince the financial institution on loan application.
- iii) To increase the involvement Bumiputera in the field of entrepreneurship.
- iv) To measure the ability of the business in competing with the existing consultant agency business.