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FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BIRTHDAY PLANNER COMPANY

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TABLE OF CONTENT

TITLE		PAGES
1.0	Introduction	1
	1.1. Executive Summary	2
	1.2. Introduction	3
	1.3. Business logo & Description	4
	1.4. Purpose of Business Plan	5
	1.5. Company/ Business Background	6
	1.6. Partners and owner background	7-11
	1.7. Business location	12
2.0	Administrative Plan (Organization Plan)	13
	2.1 Introduction	14
	2.2 Business Vision, Mission & objective	15
	2.3 Organizational chart	16-17
	2.4 List of Administrative personnel	18
	2.5 Partnership contributions	19-21
	2.6 Schedule of Task & Responsibilities	22-27
	2.7 Schedule of Remuneration	28-32
	2.8 List of office Equipment and Supplies	33
	2.9 Administrative Budget	34
3.0	Marketing Plan	35
	3.1 Introduction	36-38
	3.2 Profile product/ service	39
	3.3 Target Market	40
	3.4 Market Share	41-42
	3.5 Competition	43
	3.6 Sales Forecast	44-46
	3.7 Marketing Strategies	
	3.7.1 Product Strategy	47
	3.7.2 Pricing Strategy	48
	3.7.3 Place/ Distribution strategy	49
	3.7.4 Promotion Strategy	49-52
	3.8 Marketing Budget	53

4.0	Operational Plan	54
	4.1 Introduction	55-57
	4.2 Process Planning	58-59
	4.4 Production Planning	60
	4.5 Material Planning	61-62
	4.6 Machine & Equipment Planning	63
	4.7 Manpower Planning	64
	4.8 Operation Hours	65-83
	4.9 Operation Budget	84
5.0	Financial Plan (Refer Excel Format)	85
	5.1 Introduction	86-90
	5.2 Implementation cost and source of Finance	91-92
	5.3 Source of finance	93
	5.4 Administrative, marketing & Operational budget	94-101
	5.5 Depreciation method	102-105
	5.6 Loan & Hire Purchase Amortisation schedules	106-107
	5.8 Pro forma Income Statement	108-109
	5.9 Pro forma Balance Sheet	110-111
	5.10 Financial Ratio Analysis	112
	5.11 Financial Ratio	113-117
6.0	Conclusion	118-119
7.0	Appendix	120

1.1 EXECUTIVE SUMMARY

This business plan is all about our company. Which is we call as District KK Party. We have our own reason why we choose that name. it will explain in other part of this business plan. It also will include the progress operation of our company and the background of our company. Basically it will include all the duties every department and the operation of every department. In our company, we have 5 major department that will support our operation of the company. Our group have choose the birthday planner as our company. We decide to choose this type of business because we know it can give the benefit . Same like the other company, we also get ready to face some trouble or problem when we start to operate this company. We as a business people can not run from this problem. Through this business plan also, we have include all the mission, vision, our company budget, our strengths and etc. In the end of this business plan, we have shown the income and also the cash flow that we have get and use when we develop our company. We hope this company can be realise in the real market soon. So that, the local amount of business people can increase in this state.

1.2 INTRODUCTION

The name of our company is *District KK Party*. Why *District KK Party*? We choose this name because it will give easier for people to recognize and remembered our company. When we do a research about this planner of the party especially birthday party, we relies that the amount of the company that open for this birthday planner are not so many. Therefore, we take this opportunities to develop this company. Before we take an action to built this company, of course we need to ready for their barriers and disadvantages. Same like the other company, we also can not go away from that.

District KK Party has built in earlier of September 2011.

In District KK Party, we will provide the plan of the every party and the theme of the party will chooses by the customer. However, our company has provide some of the theme to help the customer make decision. After that, we will decorate the birthday party based on customer decision. To give a good image of our company. We will make the party alive and happening and we will try our best to fulfil the customers wants. Furthermore, we have hire some workers from many type of departments. They have a good experiences by doing their jobs. It will give easier for us to doing our duties.

The main target of our company is the kids and parents. We choose kids because we know that their parents will try to make their children happy by celebrating their children birthday. The parents will not ignore their children request when involved with the birthday celebration. Moreover, when we talk about the development of our company, we will need a location that is strategy and suitable for our company to growth in the future. So we has choose the Kingfisher to developed our company. We choose that area because we want to attract more people that live in the housing and terrace areas.

In addition, we not only focus in that particular area, we also open in the centre of Kota Kinabalu city. Beside that, we also have the facilities to go back from the places that our customer wanted us to go. If there are customer that live in Kota Kinabalu want us to decorate a birthday party for them, we will accept their offer. Therefore, when our company have achieve their mission, we will try to open another branch in Kota Kinabalu city so it is easier for us to deal with the customer that live in Kota Kinabalu areas.