



اَبْنُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA NEGERI SEMBILAN,
KAMPUS REMBAU**

**INFORMATION SCIENCE STUDIES, COLLEGE OF COMPUTING, INFORMATICS AND
MATHEMATICS**

DIPLOMA IN INFORMATION MANAGEMENT (CDIM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

PREPARED BY:

NORDIANA NADIA BINTI MOHAMAD SABRI	2022469836
NUR ANIS FAZIRA BINTI ROSLAN	2022859596
NUR SABRINA BINTI MOHD SABRI	2022457176
NURIN FARHANAH BINTI SAIFFULLAH	2022894008
NURUL HAZLINE BINTI HUSSIN	2022857356

PREPARED FOR:

DR ASMA' RASHIDAH IDRIS

GROUP:

N5CDIM1104F

DATE OF SUBMISSION:

5th JULY 2024

TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY	1
2.0 BUSINESS BACKGROUND	2
2.1 INTRODUCTION	2
2.2 PURPOSE	2
2.3 COMPANY BACKGROUND	3
3.0 PARTNERS BACKGROUND	4
4.0 ADMINISTRATION PLAN	10
4.1 BUSINESS MISSION, VISION, AND OBJECTIVES	10
4.2 BUSINESS LOGO & DESCRIPTION	11
4.2.1 LOGO	11
4.3 ORGANIZATIONAL CHART	12
4.4 ADMINISTRATION PERSONNEL SCHEDULE	13
4.5 REMUNERATION SCHEDULE	13
4.6 OFFICE FURNITURE AND FITTINGS	14
4.7 OFFICE EQUIPMENT AND SUPPLIES	14
4.8 ADMINISTRATION BUDGET	15
5.0 MARKETING PLAN	18
5.1 PRODUCT/ SERVICE DESCRIPTION	18
5.2 TARGET MARKET	18
5.3 MARKET SIZE & SALES FORECAST	19
5.4 COMPETITORS ANALYSIS	20
5.5 MARKET SHARE	22
5.6 MARKETING MIX	24
5.6.1 Service	24
5.6.2 Pricing	24
5.6.3 Place/Distribution Channels	24
5.6.4 Promotion	26
5.7 MARKETING BUDGET	29
6.0 OPERATION PLAN	31
6.1 PROCESS FLOW CHART	31
7.0 OPERATION LAYOUT	32
8.0 PRODUCTION AND CAPICITY PLANNING	35

9.0 MATERIAL REQUIREMENTS PLANNING	36
10.0 MACHINE & EQUIPMENT PLANNING	37
11.0 LOCATION PLAN	38
12.0 BUSINESS AND OPERATION HOURS	40
13.0 PERMITS / LICENSES REQUIREMENT	41
14.0 OPERATION BUDGET	42
15.0 OPERATIONAL BUDGET	44
CONCLUSION.....	52

1.0 EXECUTIVE SUMMARY

For this business plan, we proposed a private study room with a peaceful and minimalist concept which is called Quiet Study Lofi. Usually, study room will be provided in one area or space and only being separate with a divider to give their user feel more focus. Different from our business concept, we want to provide a privacy and quiet study environment in order for our user to feel at ease and comfortable to study without having a distraction from other things. The concept of the study room will be Nordic and minimalist style which allow to attract our customer and help to increase our market scale.

Our business target market will be focusing on the local area surrounded by educational institutions. We will provide a rental room service for studying or work purpose that are equipped with a complete facility and our customer are allowed to play a lo-fi playlist while studying for each different room. Also, the cafe is provided for the customer to have snacks, food, beverage, or drinks are provided along with a toilet and prayer room in order to create a convenient space for our customer that are different from other study room service. This will give our business more benefits as the space that are provided is peaceful and enable our customer to concentrate for a long time without having to worried about other convenient things.

After we have made some observations and visited the site, the possibility of getting a lot of support from the local students were higher as the youngster usually were interested in a trending and full equipment study environment. There will be a high amount of population of students as the area were surrounded by educational institutions which provide a profitable insight into our business. Besides, our target market will be likely to be a student which mostly were a youngster of gen z. They usually tend to visit a cafe which give us more reason and a prediction on why this renting service of study room will become a hit and profitable for us.

Therefore, in order to accomplish this business plan, the management team were provided in order to develop an excellent team and smoothen the operational plans of Quiet Study Lofi service room renting. The management team consist of 5 main worker which is the general manager as the main manager, the finance manager, marketing manager, finance manager and also the operational manager in order to execute this business efficiently.

2.0 BUSINESS BACKGROUND

2.1 INTRODUCTION

Our business's name is Quiet Study Lofi. We chose the name Quiet Study Lofi for our business because we want to inspire individuals to study in a quiet and private environment. We provide a separate study room with all the facility that needed for them to feel comfortable and stay focus while studying. This name was inspired by our desire to provide our customer with a quiet and peaceful learning environment. We adopted the word "lofi" because we offer our customer the option to select whatever lofi music they like.

Our main services are study room. In order to facilitate clients' access to food in case they become hungry while studying, we provide a snack station and café. In addition, we also have restrooms, rest areas, and areas for prayer for customer who choose to spend longer time to study here.

2.2 PURPOSE

This business plan serves as the foundational stage in the process of launching a business. It also offers suggestions for achieving the objectives of the organisation. For a new business like us, this business plan is crucial since it might enable us to stay in the market for a longer period of time. This business plan serves as an outline for us to follow while establishing, organising, operating, and monitoring our operations for day-to-day operations, budgetary control, financial estimation, strategy development, target market identification, and long-term objectives. The main motivation for starting this business is to provide a calm and private study space for students in the Bangi area. Consequently, we may use this company strategy as a reference in the future.

Furthermore, the second reason this firm is ready to persuade Maybank Berhad to approve an RM 193,647 working capital loan from Maybank Berhad in order to launch a Quiet Study Lofi. We choose Maybank Berhad as our lender because it serves primarily as a development financial institution, developing and meeting the particular requirements. In addition, Maybank Berhad offers New Entrepreneur Fund. A government fund intended to promote commercial partnerships with well- established firms and the expansion of small and medium-sized bumiputra enterprises.

Additionally, by contrasting the company's actual performance with its master plan, we attempt to strengthen any weaknesses found in this business plan. Our goal is to determine if the circumstances are favourable or not.