



**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**FINAL PROJECT**

## **ABIJI BABY**

**Lot 18, KOTA FESYEN, JALAN LINGKARAN MITC,  
75450 MELAKA, MALAYSIA.**

**PREPARED FOR:**

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ABIJI BABY ENTERPRISE

ENT300 SUBMIT 2015

# TABLE OF CONTENT

## ACKNOWLEDGEMENT

## INTRODUCTION

- Executive summary
- Purpose
- Company background
- Partners background
- Partnership agreement

## ADMINISTRATION PLAN

- Introduction
- Organizational chart
- List of administration personnel
- Schedule of tasks and responsibilities
- Schedule of remuneration
- List of office equipment and supplies
- Administration budget

## MARKETING PLAN

- Introduction
  - Product description
  - Target market
  - Market size
  - Competitors
  - Market share
  - Sales forecast
  - Marketing strategies
  - Marketing budget
-

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim. First, we would like to show our thankfulness to Allah S.W.T for giving us the ideas, strength and time in order for us to finish and complete our business plan for ENT 300. This project did taught us in using our creative thinking skills to come up with a new and innovative ideas. Rather than being creative, we also need to be innovative in using our limit as a human to think out of the box.

We also would like to thank to our lecturer, Miss Norhafizah binti Abdul Razak for his encouragement and guidance in helping us through our project. We would like to thank her for all her advices and experiences that she shared for us in the class. It really encourages us in giving our best efforts to complete this project as best as we could.

Finally, we really did appreciate for the cooperation and help that had been given by our classmates, JBM1196A and our families and also the members of our project. Without the support and encouragement given, we would not be able to complete this project successfully.

Thank you.

## EXECUTIVE SUMMARY

ABIFI BABY is about business that supply the equipment for baby that has been gave innovation. The business located at **Lot 18, KOTA FESYEN, JALAN LINGKARAN MITC, 75450 MELAKA, MALAYSIA.** We choose this location because this is commercial areas that can attract people to promote our product. This business is about business partner that shares capital among the partners. Each member has contributed RM 20,000 and RM15,000 and loan from CIMB Bank RM 85,000 and Affin Bank RM 85,000 as a capital to run this business.

This business is about furniture that has been give an innovation by us. This business is wanted to promote the furniture at the market. The products that we want to introduce are Innovative Furniture that has easy function which are, the cot can be transform into small size and easy to handle.

Moreover it can be successfully compete with our competitors in a few years ahead. This is because we saw the opportunity that this business has the potential to success in the future if we managed it very efficiently. It is because product that we offer is not well-known in Peninsular Malaysia and Borneo market and will give opportunity to them.

## INTRODUCTION

ABJI BABY is business that designs, manufactures and sells furniture to fulfill the needs of customer demand. Our business is focus on making the innovative furniture in order to make people to use it with the simple and save space to keep the thing. ABJI BABY is a partnership company that consists of five managers which are general manager, administrative manager, operational manager, marketing manager and financial manager.

The trend nowadays on furniture industry is people tend to look the function, effectiveness and uniqueness of some products rather than other that is offers. The core ideas of our design are simplicity, fashion and technology. Experience, technical innovation and creativity are at the core of who we are. It is proud of having skilled and motivated team members who are highly committed to producing quality products and implementing positive change. This business need to grab the change to market to give an innovation to customer.

Five people are sharing and running this business together by divided task into the respective department based on the qualification, knowledge and experience related to the business. These educative include General Manager, Administrative Manager, Operation Manager, Marketing Manager and Financial Manager.

To make sure our business is conducted systematically, all managers and workers need to know on how to handle problems with this organize structure of business, it can ensure all the manager and workers to giving full commitment for this business and lead to the successful business in the future. We always keep improving in order to meet the highest standard of our customer.