

**FAKULTI**



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**UNIVERSITI  
TEKNOLOGI  
MARA**

**SAINS**

**GUNAAN (AS116)**

**ENT 300**

**FUNDAMENTAL OF ENTERPRENEURSHIP**



**EXCLUZUL ENTERPRISE**

**A3: BUSINESS PLAN**

**GROUP: AS1164A2**

NAME	STUDENT ID
1. ZULQARNAIN BIN WAHID	2023167599
2. MUHAMMAD FADHLAN IQMAL BIN MOHD FARID	2023188695
3. NURSYAKIRAH HUSNA BINTI MOHAMAD SUHAIMI	2023166909
4. NUR ADRIEANA BINTI MOHD FAISAL	2023374459
5. WAN NURINA SULWANI BINTI WAN ROSDI	2023188155

**LECTURER: MISS NUR EZLEEN BATRISYAH ABD AZIZ**

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## 1.0 Executive Summary

The name of “Excluzul” is inspired by the word of “exclusive”, from the word itself it showed that our brand is focusing on the producing an exclusive product. Thus, Excluzul aims to be one of luxury watch brand that offers high quality, elegance design and precision products. The Speciality of Excluzul brand is that we are offering a new technology in our product which are a hologram watch that allows users to see the screen light in 3D form. Furthermore, this business also offering an ai technology and health sensor to track any fitness activity such as walking step and hear rate count. The Excluzul also will be offering a customize watch design to fit with customer’s preferences.

The market target of Exluzul brand is including watch enthusiasts and collectors because the products we are offering is unique and quite limited production which is called by “limited edition”. Exluzul also aiming an affluent consumer that has always seeking for exclusive and elegance items that values quality, heritage and exclusivity.

Excluzul is aiming for a long-term success in competitive watch industry by having a strong business plan that offers online and retail channels. Excluzul is expecting a strong growth in the next 3 years of the business which is aiming around RM RM 369,567,360sales forecast.

From a financial perspective, Excluzul has allocated a significant portion of its budget to advanced machinery, digital marketing efforts, and the integration of cutting-edge AI technology. With a clear strategy, the company aims to break even within its first year of operations. The estimated revenue for the first year is projected at RM 61,594,560.00 , increasing to **10%** in the second year and culminating in the projected RM 369,567,360 by the third year.

This well-thought-out financial approach ensures that Excluzul will remain sustainable and competitive in the luxury watch industry while continuing to offer innovative and elegant timepieces to its valued customers.

## **2.0 Introduction**

### **2.1 Introduction of the business**

#### **Name of the business**

Excluzul Enterprise.

#### **Scope of business**

Excluzul engages in the dynamic and growing watch market, concentrating on both traditional craftsmanship and cutting-edge technology to fulfil a wide range of consumer needs. The company's scope includes the design, manufacturing, and retail of premium timepieces, with a focus on personalization and innovation.

Recognizing the growing consumer demand for customizable watches, Excluzul offers a unique platform for consumers to create timepieces that reflect their distinctive style and individuality. Customers can build a totally unique accessory by selecting materials, colors, finishes, and even engravings using cutting-edge customizing services. This strategy not only increases client interaction, but it also establishes the brand as a leader in providing bespoke premium experiences.

Through this focus on personalization and technological advancement, Excluzul aims to redefine how consumers perceive and interact with their timepieces, blending timeless elegance with modern practicality. The brand's scope also includes strategic partnerships, research and development initiatives, and global retail expansion to meet the increasing demand for both bespoke and technologically advanced watches in the international market.

#### **Location**

No. 18, Jalan Ceylon, Bukit Bintang, 50200 Kuala Lumpur,  
Malaysia.