



اَبُو سَيِّدِي تَيْكُونُو كِي مَارَا  
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**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**N3IC120B1**

**BUSINESS PLAN REPORT**



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# Table of Content

PARTNERSHIP AGREEMENT .....	1
1.0 EXECUTIVE SUMMARY .....	3
2.1 Basic Information of The Company .....	4
2.2 Reason for Starting the Business .....	5
3.0 Partner Background .....	7
4.0 Administrative Plan .....	12
4.1 Introduction to the Organization .....	12
Business Logo & Description .....	13
4.2 Developing an Organizational Chart .....	14
4.3 Preparing a List of Administration Personnel .....	15
4.4 Developing a Schedule of Tasks and Responsibilities .....	15
4.5 Remuneration Schedule .....	16
4.6 Office Equipment & Office Supplies .....	17
4.7 Administrative Budget .....	18
5.0 Marketing Plan .....	19
5.1 Setting Marketing Objectives .....	19
5.2 Determining Products or Services .....	19
5.3 Identifying the Target Market .....	20
5.5 Assessing Competition .....	24
5.6 Forecasting Sales .....	25
5.7 Developing a Marketing Strategy .....	26
5.8 Marketing personal schedule .....	27
5.9 Preparing a Marketing Budget .....	29
6.0 Operation Plan .....	31
6.1 Process Planning .....	31
6.2 Operation Layout .....	34
6.3 Production Planning .....	36
6.4 Material Planning .....	37
6.5 Machine and Equipment Planning .....	38

6.6 Manpower Planning .....	40
6.7 Overheads Requirement.....	41
6.8 Location Plan.....	43
6.9 Business and Operations Hour .....	45
6.10 Licenses, Permits and Regulations Required .....	46
6.11 Project Implementation Schedule .....	47
6.12 Operations Budget.....	48
7.0 FINANCIAL PLAN .....	52
7.1 Budget.....	52
7.2 Project Implementation Cost & Sources of Financing .....	53
7.3 Pro-Forma Cash Flow (3 years).....	55
7.4 Pro-Forma Income Statement (3 years).....	56
7.5 Pro-Forma Balance Sheet (3 years) .....	57
8.0 Conclusion .....	58
9.0 Appendices .....	59
9.1 Product Prototype.....	59
9.1 SSM Registration.....	60
9.3 Partnership Agreement Signatures .....	64
9.4 Business Registration License.....	65

## **1.0 EXECUTIVE SUMMARY**

The HeatMate Company Sdn Bhd is a partnership-based business which consists of five partners. Each partner holds a significant role within the company, and each is responsible for managing a specific task. The positions assigned for the partners are General Manager, Administration Manager, Operational Manager, Financial Manager and Marketing Manager. Each manager plays a significant role in developing this business and makes their own contribution to the success of this company.

HeatMate Company Sdn Bhd operation will be held in a three-store shop lot at 6, Persiaran Perdana, Jalan PJU 9, Bandar Sri Damansara, 52200 Kuala Lumpur. Additionally, this location is in a business hub which is surrounded by residential areas. Our physical retail store is expected to open on 19 August 2025 and will be open from Monday to Saturday while it is closed for Sunday. The customers can browse and shop in our physical stores. We are mainly focused on selling our products in store and utilizing online platforms (websites etc.) to attract and maintain customer engagements on top of conducting a small percentage of customers' shopping.

We also create our electric lunch box collection carefully to ensure that it is comfortable, versatile, functional, innovative, inclusive, and of high quality. Our lunch box offerings are priced between RM100 to RM150. Overall, we target young adults and adults who are interested in or need durable and versatile electric lunch boxes that fit into any contemporary lifestyle trends. The creation of our brand tagline, " Stay Warm, Stay Cozy, Anywhere with HeatMate," helps resonate with targeted customers.

Additionally, our company collaborates with a manufacturer or supplier to produce all lunch boxes. The blueprint designs and high-quality selected materials are tested before being mass-produced by the supplier to ensure the manufacturing processes are efficient, cost-effective, and aligned with the company's overall business objectives. The production process is also rigorously monitored to ensure all the lunch boxes are made correctly with no defects.

From a financial perspective, our company is expected to turn a profit after a full year of operations, with the main sales coming from retail. Overall, this shows that HeatMate Company is committed to producing durable and versatile products for the customer while focusing on marketing approaches that can bring sustainable growth and success to HeatMate in the long run.

## **2.2 Reason for Starting Business**

Every action is with purpose, it is the same in the business scene. Purpose, mission and vision are what motivate a company to move forward and give courage to tackle various problems emerged within the chosen industry. Therefore, our main interest in establishing HeatMate is to become our creative outlet to produce a worthy food eating container that's not only resonates with the current trends, but also made of high-quality material, versatile in styling and can be used for a long time. The idea to start a food-warming container business emerged from the growing demand for convenient and energy-efficient solutions to maintain food at the desired temperature. In today's fast-paced world, people often struggle to keep their meals warm and fresh, especially during long commutes, outdoor activities, or hectic work schedules. Recognizing this need, the business aims to bridge the gap between convenience and sustainability by providing innovative food-warming containers. These containers not only enhance the dining experience but also reduce reliance on single-use plastic and traditional heating methods, aligning with the increasing global emphasis on eco-friendly and user-friendly products.

The decision to start an electric lunch box business item from the growing demand for convenient, reliable, and energy-efficient solutions for keeping food warm in various settings, including homes, offices, schools, and outdoor activities. With the fast-paced lifestyles of today, many individuals and families seek innovative products that enable them to enjoy freshly heated meals without relying on conventional heating appliances. Additionally, the rise in meal delivery services and the emphasis on maintaining food quality and safety during transport have created a strong market need for advanced food warmer containers. By offering durable, user-friendly, and eco-friendly designs, this business aims to cater to a wide audience while addressing the gaps in the market for high-quality food warming solutions. This venture aligns with the broader trends of sustainability and convenience, making it a promising opportunity for growth and innovation.