



اَوْبُونُ سَيِّقِي تَيْكُونُ لَوِي كِي مَارَا
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TEKNOLOGI
MARA

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ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

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TABLE OF CONTENT

TABLE OF CONTENT	I
LIST OF TABLE	IV
TABLE OF FIGURES	V
1.0 EXECUTIVE SUMMARY	1
1.1 Business Overview	1
2.0 BUSINESS BACKGROUND	2
2.1 Basic Information	2
2.2 Reasons/Justification for Starting the Business	3
2.3 Purpose of Business plan	4
3.0 PARTNERS' BACKGROUND	6
3.1 Partner's Profile	6
3.2 Expertise and Experience	11
3.3 Contact Information	13
4.0 ADMINISTRATIVE PLAN	14
4.1 Vision, Mission, and Objectives	14
4.2 Business Logo & Description	15
4.3 Organizational Chart	16
4.4 Administration Personnel	16
4.3.1 List of Administration Personnel	16
4.3.2 Schedule of Tasks and Responsibilities	17
4.3.3 Remuneration Table	18
4.4 Office Supplies and Office Furniture Fittings	19
4.4.1 Office Furniture Fittings	19
4.4.2 Office Supplies	19
4.5 Administration Budget	20
5.0 MARKETING PLAN	21
5.1 Marketing Objectives	21
5.2 Product Description	22
5.3 Target Market	23
5.4 Market Size	27
5.5 Competitive Analysis	28

5.6 Market Share	29
5.6.1 Market Share Before Entry of NEXUS	29
5.6.2 Market Share After Entry of NEXUS	29
5.7 Sale Forecast	30
5.8 Marketing Strategies	32
5.8.1 Product Strategy	32
5.8.2 Pricing Strategy	35
5.8.3 Distribution Strategy	36
5.8.4 Promotional Strategy	38
5.9 Marketing Personnel	40
5.9.1 Marketing Personnel Tasks and Responsibilities	40
5.10 Marketing Budget	43
6.0 OPERATIONAL PLAN	44
6.1 Operational Workflow and Processes	44
6.2 Operational Layout	45
6.3 Location Planning	46
6.4 Business Hours and Working Hours	50
6.5 License, Permits and Regulations Required	51
6.6.1 Output Planning	53
6.7 Manpower Planning	55
6.7.1 Operational Personnel Roles	59
6.7.2 Remuneration for operational planning	59
6.8 Overhead Requirement	60
6.9 Machine and Equipment Planning	60
6.10 Material Planning	64
6.10.1 Materials	64
6.10.2 Materials Suppliers	65
6.11 Implementation Schedule	65
6.12 Operation Budget	66
7.0 FINANCIAL PLAN	67
7.1 Budget	67
7.1.1 Administrative Budget	67
7.1.2 Marketing Budget	68
7.1.3 Operational Budget	68
7.2 Project Implementation Cost and Sources of Financing	69
7.2.2 Depreciation	70
7.3 Pro-forma Cash flow statement	73

1.0 EXECUTIVE SUMMARY

1.1 Business Overview

I. Business Name and Address

Nexus is a smartphone manufacturing business based at Lot 45, Jalan Hi-Tech 3, Kulim Hi-Tech Park, Kedah, with a retail store at Unit 15, Ground Floor, Sunway Carnival Mall, Seberang Jaya, Penang.

II. Form of Business Entity

The business operates as a partnership, emphasizing collaboration to deliver affordable, high-quality smartphones.

III. Products and Services

- **CORE A1:** A low-cost smartphone priced at RM600, designed for students and entry-level workers.
- **FLOW A1:** A mid-range smartphone priced at RM900, catering to professionals and tech-savvy users.
- Warranty, repair, and maintenance services ensure customer satisfaction.

IV. Target Market

Urban and semi-urban residents, aged 18–34, particularly budget-conscious users and professionals, form the primary market segment.

V. Industry Outlook and Business Justification

The rising demand for affordable, feature-rich smartphones in Malaysia presents an opportunity for Nexus to fill a market gap dominated by higher-priced competitors.

VI. Financial Highlights

- **Initial Capital:** RM50,000 (owners' contribution: RM25,000; loan: RM25,000 from Maybank).
- **Sales Forecast:** RM3.7 million in Year 1, RM4.1 million in Year 2 (10% growth), RM4.7 million in Year 3 (15% growth).
- **Projected Profits:** RM123,000 in Year 1, RM145,000 in Year 2, RM165,000 in Year 3.

VII. Key Management Team

- The founding partners possess expertise in marketing, operations, and finance, ensuring efficient and sustainable business operations.
- Nexus aims to redefine Malaysia's smartphone market with its innovative, cost-effective products and strong focus on customer satisfaction.

2.2 Reasons/Justification for Starting the Business

The decision to establish Nexus, a smartphone retail and manufacturing company, was driven by the rapidly growing demand for high-quality but affordable smartphones in Malaysia. With the rapid development of technology and dependence on mobile devices for work, education, and entertainment, there lies a great market opportunity to provide cost-effective smartphone options that meet the diverse needs of users.

Nexus specifically focuses on two key product categories:

1. **Core A1 (Low-End):** A budget-friendly smartphone designed for basic functionality, targeted at students, entry-level workers, and individuals seeking affordable devices without compromising reliability.
2. **Flow A1 (Mid-End):** A mid-range smartphone offering enhanced performance, camera quality, and customizable features for users who demand more advanced capabilities at a reasonable price.

By addressing the gap in the market for affordable yet feature-rich smartphones, Nexus aims to fulfill the following needs:

- **Affordability:** Many consumers, especially students and lower-income groups, face difficulty accessing high-quality smartphones due to high prices. Nexus bridges this gap with its low-cost models.
- **Performance:** The Core A1 provides advanced features, such as improved storage, better cameras, and seamless performance, catering to individuals who require dependable smartphones for productivity and entertainment.
- **Customization:** Both Core A1 and Flow A1 models allow users to select storage options, colors, and features to suit their personal preferences and budgets.
- **After-Sales Support:** With warranty and repair services, Nexus provides customers peace of mind, ensuring long-term usability and satisfaction.