



# BUSINESS PLAN

<b>Name of The Business</b>	TEKNOIR ENTERPRISE
<b>Group Members Name</b>	<ul style="list-style-type: none"><li>• MOHAMAD IDHAM BIN JULAIHI (2023164369)</li><li>• NUR AWATIF BINTI ABDUL AZIZ (2023300929)</li><li>• KHAISYA IYMAN BINTI KIFLEE (2023509439)</li><li>• ANNUR DALILAH BALQIS BINTI AZHAN (2023385193)</li></ul>
<b>Course</b>	AS116
<b>Group</b>	AS1164A2
<b>Date of Submission</b>	24 JANUARY 2025
<b>Lecturer's Name</b>	MISS EZLEEN BINTI ABD AZIZ

## Table of Content

<b>Contents</b>	<b>Page</b>
1.0 Executive Summary	4
2.0 Business Background	8
3.0 Partners Background	9-12
4.0 Administrative Plan	
4.1 About Us	13
4.2 Organization Chart	14
4.3 Admin Personnel	15
4.4 Task and Responsibilities	16-20
4.5 Remuneration Schedule	21
4.6 Office Equipment and Supplies	22-32
4.7 Administration Budget	33
5.0 Marketing Plan	
5.1 Product Description	33-34
5.1.1 Product Concept	34-35
5.1.2 Special Characteristics	35-36
5.1.3 Potential Sales Increment	36
5.2 Market Size and Market Share	
5.2.1 Market Segmentation	36-37
5.2.2 Product Re-purchase by Customers	37
5.2.3 Market Size	38-40
5.2.4 Market Share	40-41
5.2.5 Sales Forecast	41
5.2.6 Marketing Strategies	42-43
5.3 Marketing Budget	43
6.0 Operational Plan	
6.1 Process Planning	44
6.2 Operation Layout	45
6.3 Location of The Production	46

## **1.0 Executive Summary**

In today's growing digital world, smartphones have become essential in our lives, connecting people, ideas, and businesses. In response to these increasing demands for top-of-the-line technology, we offer a business named Teknoir Enterprise. This company was established in 2017, and the name simply spells innovation and progress, reflecting our intent and commitment to offering fresh and reliable smartphones to all of the customers.

Teknoir Enterprise is situated in Subang Jaya, Selangor, which is a strategic location that attracts technologically savvy and diverse clients. We sell a variety of smartphones from leading brands, along with accessories like phone cases, chargers and earbuds. Prices are very competitive to meet customers' demands while ensuring quality value. Additionally, we are providing delivery services and after-sales support to ensure convenience on the customer's side and overall satisfaction.

Our shop is built to create a friendly and modern atmosphere where customers can explore the latest devices comfortably. Since our establishment, we have focused on quality, innovation, and customers feedback to improve. We aim to be trusted destination whenever people think of upgrading their smartphones.

### **Introduction**

Name of the business: TEKNOIR ENTERPRISE

Scope of the business: Selling smartphone

Location of the business: Wangsa Maju, Kuala Lumpur

Date of Commencement: 1<sup>st</sup> January 2025

Future possibilities of the business: budget-friendly models, high-performance devices for gamers.

## **1.2 Objective of Preparing Business Plan**

### **1.2.1 Vision Clarifications**

The purpose of this business is to develop and integrate cutting edge technologies to meet evolving customers needs and preferences.

**1.2.2 Vision:** To revolutionize the smartphone experience by setting a new benchmark in design, performance, and innovation. To build devices that exceed the demands of today's lifestyles and consistently exceed customer expectations through exceptional quality and functionality. By integrating the latest technology, sustainable practices, and a user-centered approach, advanced technology will be made available to all, thus enabling people to stay connected, productive, and inspired in an ever-changing digital world.

**1.2.3 Mision:** To design and develop innovative smartphones that would not only enrich the moments of life but also change the way people would interact, communicate, and share experiences. It shall use powerful, advanced technology in connecting people and communities, reducing distances and fostering meaningful connections. It goes to furthering the mission of reimagining the smartphone experience to make highly desirable, feature-rich devices that are sustainably designed and functionally seamless, while making technology accessible to everyone and enriching their lives and interactions.

## **I. Strategic Planning**

Strategic planning for a business plan includes setting precise goals and creating a systematic approach to accomplish them. To create strategies that support the goals of the company, it includes assessing the market, forecasting the competition, and taking industry trends into account. Effective resource allocation is guaranteed by this process, which also offers a clear framework for directing the company toward long-term success and sustainable growth.

## **II. Resource Allocation**

Resource allocation is very important in business. It also helps entrepreneurs to increase the project's cost-effectiveness and efficiency (*What Is Resource Allocation and Why Is It Important?*, 2024). Thus, the productivity of our product can increase, and it is

easy to launch it. Our company's resources include team members and financial resources. So, we are hiring more employees to meet our deadline by assisting with high-priority tasks. Not only that, the financial that we gain to our project is from team members and we develop our business successfully.

### **III. Financial Management**

Financial Management is the application of management principles to the management of a business finances. Developing cash flow management strategies will assist the business in meeting its obligations and avoiding financial difficulties. Accurate financial projections covering cash flow, balance sheet, and income statement data are provided for the next three to five years. To assist with pricing and sales strategy, do a break-even analysis to determine the volume of sales required to cover expenses.

### **IV. Investor Attraction**

Investor attraction is an important part of business planning. This is to make sure that the investor wants to invest in our business where they can contribute more money for us to go further, not only locally but also internationally.

### **V. Operational Guidance**

Refers to the structure or the set of rules governing the way an organization or business conducts its day-to-day operations with a view to achieving organizational goals. This will provide clear guidance on how various processes, resources, and tasks should be administered for operational efficiency, coherence, and quality.

### **VI. Risk Management**

The process of recognizing, evaluating, and controlling risks to an organization's resources, profits, and operations is known as risk management. These risks stem from several factors, such as unanticipated costs, legal obligations, technological problems, ineffective planning, accidents, and natural disasters. Risk Management is important to make sure that the business goes smoothly without any loss.