



اَوْنِيُوْرْسِيْبِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA



**STAR** *Craft*

**ENT 300 BUSINESS PLAN**

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## Executive Summary

### 1.0 Introduction

Star Craft is a small business located in Taman Jaya, Batu 4, Kota Kinabalu, Sabah that producing handmade tote bags for everyone. Star Craft's product is available for all from children, teenager to adult, men and women and Star Craft accepts orders for large quantity handmade tote bags.

Even though there are many "bag shops" that sell and some even produce their own bags, Star Craft will excel due to its consent of customers satisfaction levels. Through unheralded customer attention, Star Craft will slowly but surely gain market share as it producing bags for everyone, creating long-term relationships. Lastly, Star Craft location will allow its customers to find it easily for orders or enquiries.

People across Sabah have decided to use our product that suits their needs for bags because of our custom design that can be requested. Star Craft has foreseen this opportunity to provide the finest and highest quality of handmade tote bags that suits for everyone. This has shown that Star Craft has the potential to be one of the successful producers of handmade tote bags in Malaysia.

We, Star Craft saw the opportunity that this business has the potential of success if it is handled efficiently. People nowadays use bags wherever they go and they often seek for high quality bags with affordable price yet with designs that meet their taste but as we can see in the market now, it is hard to find even a bag that can fully meet our taste. Therefore, Star Craft see this as a way to prosper in this market, by taking advantage of all these people's needs and styles.

## **2.0 Purpose**

This business plan is prepared to convince venture capitalists and investors in order to raise capital and to obtain support for the venture. We need investors to raise funds for the purpose of company management and upgrading.

We, shareholders of Star Craft, have discussed and decided not to ask for a loan from any bank. The RM 50,000 will be from accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 10,000 each.

The financing will be used to purchase start-up assets like machinery and equipment, furniture and fittings, raw materials, advertising and many more. We can get all these items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Star Craft has all the ingredients to be one of the best in the business. We have set out our entire target for us to be successful. This business plan will include company background, marketing strategy, operation plan, sales forecast and also the most important that is the financing plan of the business.

Star Craft will fully utilize all the assets so that it can maximize the profit. Ensuring it will give profits to shareholders, venture capitalists and investors.