

**FACULTY OF APPLIED SCIENCE
ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP**



**Lot 8-b, Tingkat 2, Plaza Masalam
Seksyen 9, 40500 Shah Alam
Selangor Darul Ehsan**

**Phone no. : 03-51215056
Fax no. : 03-51215057
Mail : unforgetfantasy@yahoo.com.my**

“wedding couple room decoration”

Prepared by

NAME	UiTM NO.
Mohammad Harris bin M.Yahya	2003220194
Hasrul bin Abdul Wahab	2003220610
Mohd Safuan bin Mohd Nadzin	2003220594
Noor Hidayah binti Sabrom	2003220699
Fadhilah binti Saidi	2003220667

Prepared for

En.Mohamed Husny bin Basir

October 2005



CONTENTS

Agree letters	I
Acknowledgement	1
Logo	2
Business card	3
Section 1 Executive summary	
1.1 Name of Partners	5
1.2 Name of business	5
1.3 Nature of the business	5
1.4 Industry profile	5
1.5 Location of the business	6
1.6 Date of commencement	6
1.7 Factor selecting this business	6
1.8 Future prospect of the business	6
1.9 Potential customers	6
Section 2 Business purpose	
2.1 The purposes of preparing the business plan	7
Section 3 Business background	
3.1 Business background	8
Section 4 Background of partners	
4.1 Mohammad Harris Bin M. Yahya	9
4.2 Fadhilah Binti Saidi	10
4.3 Hasrul Bin Abdul Wahab	11



4.4 Noor Hidayah Binti Sabrom	12
4.5 Mohd Safuan Bin Mohd Nadzin	13

Section 5 Administration plan

5.1 Introduction to the Organization	14
5.1.1 Our Missions	14
5.1.2 Our Objectives	14
5.1.3 Location plan	14
5.1.4 Business hour	14
5.1.5 Type of building and infrastructure	14
5.1.5.1 Location plan for our business	15
5.2 Organization Chart	16
5.3 List of Administration Personnel	17
5.4 Schedule of task and responsibilities	18
5.5 Schedule of remuneration	19
5.6 List of Office Equipment and Furniture	20
5.7 Administration Budget	21

Section 6 Marketing plan

6.1 Product and Service Description	22
6.2 Target Market	23
6.3 Market Size	24
6.4 Main Competitors	25
6.5 Market Share	26
6.6 Sales Forecast	27
6.7 Marketing Strategy	28
6.7.1 Product and Services Strategy	28
6.7.1 Price Strategy	29
6.7.2 Place Strategy	29



7.4 Promotion Strategy	30
6.8 List of marketing personnel	31
6.9 Schedule of Tasks and Responsibilities	32
6.10 Schedule of Remuneration	33
6.11 Marketing Budget	34
Section 7 Operation plan	
7.1 Operations Process	35
7.2 Process Flow-Chart	36
7.3 Capacity Planning	37
7.4 Materials Requirement	39
7.5 List of Operations Personnel	40
7.6 Schedule of Task and Responsibilities	41
7.7 Schedule of Remuneration	42
7.8 Machine and Equipment	43
7.9 Operations Space lay out Plan	44
7.10 Location	45
7.11 Operation Budget	46
Section 8 Financial plan	
8.1 Project implementation cost schedule	47
8.1.1 Name of company	47
8.1.2 Administration budget	48
8.1.3 Marketing budget	49
8.1.4 Operation budget	51
8.1.5 Project implementation cost and sources of finance	52
8.2 Pro forma financial statement	53
8.2.1 Pro forma cash flow statement	53
8.2.2 Pro forma income statement	54



8.2.3 Pro forma balance sheet	55
8.2.4 Forecasted performance	56
8.3 Graph of financial ratio	57
Section 9 Conclusion and Recommendation	
Conclusion and recommendation	58

