



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN
SHINNING UMBRELLA

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SHINING UMBRELLA

Executive Summary

Shining Umbrella is located in Sinsuran, near the Centre Point Sabah and KK Plaza that allows the entire family to have their needs satisfied in one convenient location. Shining Umbrella serves adult, teenagers, and kids and provides them a useful product that can make their life more easier as our product are made with the light so that they can use to protect them from rains and at the same time they have the light to lighten their ways.

While there are many shops selling umbrella that only use to protect from sunlight and rainy day, but for Shining Umbrella will excel due to its creative and useful product such as multi-used. Shining Umbrella will slowly but surely gain market share as it is a good product that can gives the satisfaction for the entire family. Lastly, Shining Umbrella's got a very strategic location as many people come to that location.

People across Sabah have decided to use our product when they want to fulfill their needs. For example, the umbrella use for works or for outdoor activity with the useful light through the umbrella. Besides, the umbrella has their own style that can make people attract with our products. Shining Umbrella has foreseen this opportunity to provide the finest and highest quality of product and styling to all people, despite their age or gender. This has shown that Shining Umbrella has the caliber to be the one of the most successful business in Sabah.

We, Shining Umbrella, saw the opportunity that this business has the potential of success provided that is handled efficiently. All people have always need an umbrella to protect them from sunlight, rains and also need a light to enlighten their ways when it is difficult to see their ways clearly. They will feel more comfortable and no need to bring torchlight and umbrella as our product has already combined it together. Shining Umbrella sees this as a way to prosper in this market, by taking advantage of all these people needs.

SHINING UMBRELLA

1.0 Introduction

The name of our company is Shining Umbrella. This name is contributed by all of our members. The name of shining umbrella comes from our creative and innovative product that exists in this market.

The nature of business of our company is based on combination product. The main operation of our company is to sell a unique product. as we want to produce a product that could give a satisfaction to our customer, we will using the best and unique product. it is located at Bandaraya Kota Kinabalu, 88100 Kota Kinabalu, Sabah. You can contact us at .

This business is planned because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Shining Umbrella will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Shining Umbrella has asked from CIMB bank for loan up to RM 80,000 so that it can build itself in this business. The other RM 120,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each.