



**UNIVERSITI TEKNOLOGI MARA**

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN  
“FRENZONE ENTREPRISE”**

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## **TABLE OF CONTENT**

	CONTENTS	PAGE
	Executive summary	4
<b>1.0</b>	Introduction	4
<b>2.0</b>	Purpose	5
<b>3.0</b>	Company background	6
	3.1 Logo	7
<b>4.0</b>	Partners background	8-12
	4.1 Partnership agreement	13-15
<b>5.0</b>	Location of business	16
	5.1 Layout plan	17
	5.2 Advantages	18
<b>6.0</b>	Marketing plan	19
	6.1 Product description	20
	6.2 Target market	21-22
	6.3 Market size	23
	6.4 Competition	24-25
	6.5 Market share	26-27
	6.6 Sales forecast	28
	6.7 Marketing strategy and budget	29-30
	6.8 Marketing budget	31
<b>7.0</b>	Operations plan	32
	7.1 Process planning	33-35
	7.2 Operations layout	36
	7.3 Production planning	37-38
	7.4 Material planning	39-40
	7.5 Machines and equipment planning	41
	7.6 Manpower planning	41
	7.7 Overheads requirement	42
	7.8 Location	42
	7.9 Business and operations hours	43
	7.10 License, permits and regulations required	43

	7.11 Operations budget	44
	7.12 Implementation schedule	44
<b>8.0</b>	Organizational plan	45
	8.1 Organization mission and vision	45
	8.2 Organizational chart	46
	8.3 Manpower planning	47
	8.3.1 Schedule of task and responsibilities	47-49
	8.3.2 Schedule of remuneration	49-51
	8.4 List of office equipment	52-54
	8.5 Organizational/administration budget	55-56
<b>9.0</b>	Financial plan	57
	9.1 Project implementation cost	57
	9.2 Sources of financing	58
	9.3 Pro forma cash flow statement	59
	9.4 Pro forma income statement	60
	9.5 Pro forma balance sheet	61
	9.6 Financial analysis	62-65
	9.7 Budget	66-68
	9.8 Depreciation schedule	69-70
	9.9 Loan repayment schedule	71
	9.10 Sales and purchases projection	72
<b>10.0</b>	Appendices	73



## **Executive Summary**

### **1.0 Introduction**

FrenZone Enterprise is a form of business that produces variety types of product by using reusable or recycling products. Products that we produce are toys, for example: cars, boat, and airplanes. Other than toys, we also produce products where all parents also can enjoy the benefit of these products. For instance like mini vacuum, mousetrap and many more. FrenZone Enterprise is located at (KK area).

As we know that children loves to play toys and here we came out with an incredible ideas to make our own toys. FrenZone Enterprise is the one and only enterprise whom came out with this creative invention and innovation. We know that some of the children just love toys so much and they would not care about either the toys was being invented by using a high technology or just by using simple method or technique as long as the toys are fun.

We, FrenZone Enterprise saw the opportunity that this business not only helps all children to have their own simple and cool toys as well as our business can help to reduce the amount of rubbish in the Kota Kinabalu area.

## 2.0 Purpose

This business plan is prepared by FrenZone Enterprise according to several purposes, which help the entrepreneur to realize our dream to establish the business organization which developed and competitive.

One of the Business plan purposes are helps to extend the life and usefulness of something that has already served its initial purposes by producing something that is useable.

Also, this Business Plan purposes is as a guideline to the entrepreneur in managing the business or what it intends to be over time and facilitate control of the business to make it more smooth and orderly.

The contents of Business Plan have covered many aspects so that we can run up our business and business strategies appropriately. On the other hands, we can always remember and struggle to achieve our business' mission and vision.

To conclude, this Business Plan enables us to be successful entrepreneurs to access our business thoroughly, critically and practically.