



اَوَّلُ شَيْءٍ يَنْبَغِي لَوِيْظِيْنَ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
HOME NATURE CRAFT

PREPARED FOR:  
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## Table of Content

Content	Page
<b>EXECUTIVE SUMMARY</b>	1
<b>ACKNOWLEDGEMENT</b>	2
<b>1.0 INTRODUCTION</b>	3
1.1 Purpose of Business Plan	4
1.2 Business Background	5
1.3 Partners Background	6-10
1.4 Contribution by Partners	11
Table 1.4.1 Partnership Agreement	12-16
1.5 Location of Business	17-18
Figure 1.5.1 Map of Location	19
<b>2.0 ADMINISTRATION PLAN</b>	
2.1 Introduction	20-21
2.2 Company's Vision, Mission and Objective	22-23
2.3 Company Name and Logo	24
2.4 Organizational Chart	25-29
2.5 Schedule of Remuneration	30
2.6 Employees intensive scheme	31
2.7 List of Furniture and Office Equipment	32
2.8 Administration budget	33
<b>3.0 MARKETING PLAN</b>	
3.1 Introduction	34
3.2 Objective	35
3.3 Market structure	36-40
3.4 Target market	41-42
3.5 Market shares	43-44
3.6 Competitor in the market	45-46
3.7 Sales Forecast	46-48
3.8 Marketing strategy	50-54
3.9 Marketing budget	55
<b>4.0 OPERATIONAL PLAN</b>	
4.1 Introduction	56-57
4.2 Planning process	58
4.3 Operation layout plan	59-60
4.4 Production planning	61
4.5 Material planning	62-63
4.6 Machine and equipment planning	63
4.7 Manpower planning	64-66
4.8 Overhead Requirement	66

4.9	Location Plan	67
4.10	Business and operation hours	67
4.11	License, permits and regulation	68
4.12	Operational budget	68
4.13	Implementation schedule	96
5.0	FINANCIAL PLANNING	
5.1	Introduction	70
5.2	Objective	70
5.3	Structure	71-72
5.4	Financial analysis	73
5.5	Business background	73
5.6	Financial input	74-76
5.7	Projected sales and purchases	77-79
5.8	Projected implementation and sources of finance	80
5.9	Budget	81-83
5.10	Depreciation	84-90
5.11	Loan and Hire purchase	91-92
5.12	Balance sheet	93-94
5.13	Graph (Financial Ratio)	95-98
6.0	CONCLUSION	99
7.0	REFERENCES	100-119

Thank you

Your sincerely,

DR SHARIFAZA YAKIN YUSRI  
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## ACKNOWLEDGEMENT

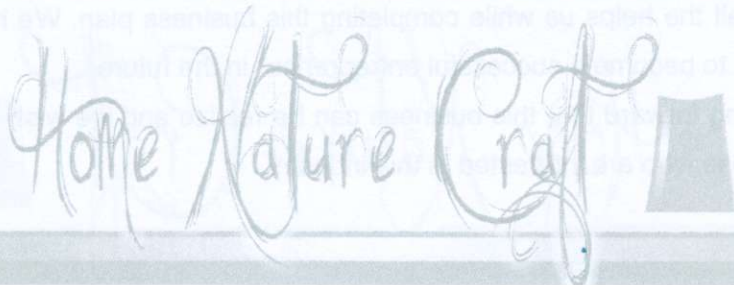
First of all, we are grateful to Allah, the most compassionate and Most Merciful as with His we are able to produce this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation among member, we will never manage to finish this proposal on time. Our special thanks to our families and friends that gave us support for every single minute no matter in terms of emotional support, asset and financial support.

We also would like to express our thanks to our lecturer of ENT 300, Madam Sh Nurhafiza Syed Annuar for his help and guidance in completing our business plan. Her help and support had given us the courage and strength along the way in process making this business report proposal into reality.

We believe that this business can go further in the future with the help of other people that involved in making this business come true. By implementing as an entrepreneur mind, we can see the opportunity in this business and identify the main characteristics needed in order to become a successful entrepreneur. We already had an experience, knowledge, and networking about the business. With the support and the consultation given, we manage to complete this business plan successfully. We hope that by doing this business plan we able to understand how to do business work and we looking forward to make this business become reality.

Sincerely,

Home Nature Craft

A large, stylized handwritten signature in cursive script that reads "Home Nature Craft". The signature is written in a dark ink and is positioned above a thick, horizontal grey bar that spans the width of the page.

## 1.0 INTRODUCTION

The name of our company is Home Nature Craft. As we all know, homemade craft is less in Sabah. The main product of our company craft is using recycles materials and there is many variety of products that we produce. Therefore, this situation gives opportunity for us to become the first and the best for homemade craft in Sabah.

Home Nature Craft is located at 1Borneo Hyper mall. 1Borneo Hyper mall Central is a strategic location because of its environment whereby it is surrounded by people from oversea and it has many people come for shopping at 1Borneo. In addition, Home Nature Craft location is near to the raw materials and suppliers. Besides that, the transportation is very easy to get at this area because there is always public transport available. Home Nature Craft is a new business in Sabah, therefore we have to find the most suitable price of rental that located at strategic place which is why we choose 1Borneo Hyper mall Central because the place is strategic and the price rentals is affordable.

Our target market is people around Sabah and the resident of the 1Borneo areas which is the Sepanggar Area, Kota Kinabalu Area and Tuaran Area. Our potential prospects are the resident of Taman Indah Permai, resident of Taman Kuala Menggatal, resident of Taman Gudon, resident of Kg. Lokub, resident of Kg. Tebobon, resident of Taman Sri Maju, resident of University Apartment 2, student of UiTM, student of Politeknik, student of UMS, people that work at Sulaman Central and people that interested to buy our product. In long term, we would like to expand our business to Brunei and east Malaysia. Hopefully, with the success that we trying to achieve, Home Nature Craft will be introduce to overseas because we would like to expand our business in the international business arena.

Home Nature Craft will be expected to operate on 1st of January. The reason we choose this specific dates is because we want to discover more on this type of business industry, identify the most suitable target market and the best supplier. Besides that, we want to do some research about the location and people interest in homemade craft.