



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
EASY COLLAR 26 SDN. BHD.

PREPARED BY

NATHASIVS JULIAN JULES	2012295156
MOHD IDHAM BIN JALIM	2012800624
HAMIZAHTUL 'IZZATI RUSLAN	2012412844
JEROME JR JARIMUDA	2012614064
SYERRARENE JUSSIL	2012449234

SEPTEMBER 2014

TABLE OF CONTENT

I.	ACKNOWLEDGEMENT.....
II.	LETTER OF SUBMISSION.....
III.	AGREEMENT OF PARTNERSHIP.....

CHAPTER 1 INTRODUCTION

- 1.0 Introduction
- 1.1 Executive summary
- 1.2 Product Description
- 1.3 Purposes Of Business Plan
- 1.4 Company background
- 1.5 Partner's profile

CHAPTER 2 ADMINISTRATION PLAN

- 2.0 Introduction
- 2.1 Vision
- 2.2 Mission
- 2.3 Objective
- 2.4 Organizational Chart
- 2.5 Job Description
- 2.6 Position And Number Of Staff
- 2.7 Job Specification
- 2.8 Office Layout
- 2.9 Mandatory Benefit
- 2.10 Working Hours
- 2.11 Remuneration For Administrative Staff
- 2.12 List Of Office Equipment
- 2.13 List OF Furniture , Fixture And Fitting
- 2.14 Utilities Expenses
- 2.15 Administrative Budget

PART 3 MARKETING PLAN

- 3.1 Introduction
- 3.2 Product Concept
- 3.3 Market Size
- 3.4 Target Market
- 3.5 Competition
- 3.6 Market Share
- 3.7 Sales Forecast
- 3.8 Market Strategy
- 3.9 Marketing Budget



CHAPTER 4 OPERATION PLAN

- 4.0 Introduction
- 4.1 Operation Process
- 4.2 Process Flow Chart
- 4.3 Material Requirement
- 4.4 Machine And Equipment
- 4.5 Operation Layout
- 4.6 Operation Overhead
- 4.7 Operation Budget
- 4.8 Project Implementation Schedule

CHAPTER 5 FINANCIAL PLAN

- 5.0 Introduction
- 5.1 The Important Of A Financial Plan
- 5.2 Marketing Expenditure
- 5.3 Administrative Expenditure
- 5.4 Operations Expenditure
- 5.5 Project Sales And Purchase
- 5.6 Collection For Sales & Payment
- 5.7 Economic Life Fixed Assets & Depreciation Method
- 5.8 Increase In Working Capital
- 5.9 Ending Stock For Raw Materials And Finished Goods
- 5.10 Rate Of Taxation
- 5.11 Sources Of Finance
- 5.12 Project Implementation & Sources Of Financial
- 5.13 Depreciation Schedules
- 5.14 Loan & Hire Purchase Amortization Schedule
- 5.15 Pro Forma Cash Flow Statement
- 5.16 Financial Ratio Analysis

6 SUMMARY&CONCLUSION.....

ACKNOWLEDGEMENT

Firstly, we would like to thanks God for His blessing from the beginning until the finishing of our project. We also want to thanks our lecturer Madam SharifahNurafizah Syed Annur for her dedication in teaching and motivating us to complete our project.

Next, we would like to give our appreciation for each group member who willingly invest their time and money in completing this project. We believe the key for success is working hard together no matter how hard it is.

Last but not least, everybody who involved directly and indirectly in our project. Classmates AT1105A2, parents, lecturers, friends, without your support and help, our project will not be completed fully in time.

1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 30 000 where the total contribution of each member is RM5,000 and the rest RM 5,000 is from Bank Islam's loan.

Removable collar is our main product.EASY COLLAR with tagline ‘Making Your Life Easy’ is located at Alamesra with address: at L 10-10, Jalan Kuching, Kota Kinabalu Industrial Park,Off Sulaman Highway, 88460 Sabah.

EASY COLLAR 26 is a company which focuses on the students' routine clothing. As we know, university students are bound to the university's rules and regulation and as for students which are mainly teenagers and youth, they tend to pick a light, comfortable clothing, and ended up wearing t- shirt. This matter of course the opposite of university's rules and regulation which demand their students to wear casual clothing. The major problem is that youth and teenagers nowadays are too lazy to wear casual clothing because they want to wear something that is appropriate to wear wherever you are. As a solution, we present our product, *Removable Collar*.

This removable collar, as its name stated, is removable. We innovated this product through old clothing, and we designed it so that everybody can use it whenever, wherever they are. For a starter we only use easy material such as easy button. We believe our product will attract student attention because it will make their routine much easier.

With loan given as a support from Bank Islam we are hoping and wishing to make EASY COLLAR 26able to help students managing their appearance. Our business is expected to commence on 2015 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our *collar* to attract other clothing company to deal with us. This will be realized by the full cooperation and efforts among the partners to promote company.