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UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY BUSINESS MANAGEMENT  
DIPLOMA IN BANKING STUDY

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
MIRABLE 'D' COMPANY

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## **1.1 INTRODUCTION**

### **1.1.0 Executive Summary**

Mirable 'D' Company is emerging in the market and still new in the business world. Business capital of Mirable 'D' Company is RM100,000.00 and come from the partnership member shares. Mirable 'D' Company introducing a new innovation product about how to easier employee works in make a building or electronic work which is LED safety helmet product. This product is innovating from normal safety helmet to LED safety helmet sensor, which is can help them to get a light with easily. Mirable 'D' Company product exist when one of this member company make an idea about to improve this normal product to LED safety helmet.

Our company located at Plaza YLY, Ground Floor, Jalan Penampang By-pass, Inanam, Sabah because the place is famous with the equipment of factory which is the employee of building already familiar with that place as a place of necessary equipment and the hardware business also easy to buy of our product because their building near from our business. Mirable 'D' Company challenges is the customer do not familiar with our company and that product because the existing of company such as MSAA Solution (m) SDN BHD which already exist in the market with long time. Therefore, Mirable 'D' Company make promotion through internet and poster to attract more customer, and if the customer can know Mirable 'D' Company product through our website.

1.1.2 Purpose

The purpose of our business plan is to be able to distribute business resources more effectively, and as a guideline for day to day management of the business.

1.1.3 Vision

A leader in supplying safety equipment's in building industry.

1.1.4 Mission

- To improve productivity of worker with provides a safe workplace.

1.1.5 Objective

- Increase worker opportunity.
- To make worker feel safety in work.
- To maintain and well being safety workers during working hours.

NO.	MEMBERS	ROLES IN COMPANY	SHARES HOWN
1.	Arifan A. Kadir	General manager	25,000,000
2.	Norah Mughli	Administrative manager	15,000,000
3.	Milana Sit Norah	Marketing manager	14,000,000
4.	Chia Indrawati	Operational manager	15,000,000
5.	Devi Sit Sit Mulyanti	Financial manager	15,000,000
	Total		100,000,000

### 3.1.1 TARGET MARKET

Our company segmentation is demographic because our product is use by constructor worker and our target consumer is Hardware constructor. LED safety helmet can help prevent the occurrence of undesirable events such as injury or loss of life. It can make automatic detect when there is no light. So, the contraction can continues the job with the lamp at safety helmet. Our similarities is for safety worker, and our company make an improvement on the product with LED and sensor. The helmet is a safety apparel that must be used to protect the head from injury while performing construction work or monitoring. Such as on construction sites or in mines, to protect the head from injury due to falling objects, impact with other objects, debris, weather truck and electric shock. The hat is in the transmit weight suspension hat on his head. It also provides a space of about 30 mm (1.2 inches) between the head of the wearer's skin with a hat so that if an object is affected by the cap, the impact of blows to the skull will decrease.

### 3.1.2 Purpose

The primary purpose, potential to reduce workplace and injuries in the workplace. LED safety helmet has a sensor to detect when there is no light.

### 3.1.3 Size of the Market

Market volume = Number of target population is 102,411 population X per Month is 10%

= 10,241.10 population

Market value = Market volume is 10,241.10 X RM4000 per month

= RM40,964,400 per month

RM40.964,400 expected that customers how much they willing to pay the product.