



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTAL OF ENTREPRENUERSHIP

BUSINESS PLAN
ACH&N PRE-LOVED CO.

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TABLE OF CONTENT

0.0 ACKNOWLEDGEMENT	1
1.0 INTRODUCTION	
1.1 EXECUTIVE SUMMARY	2
1.2 PURPOSE OF BUSINESS PLAN	3
1.3 VISION	4
1.4 MISSION	4
1.5 OBJECTIVE	4
1.6 COMPANY BACKGROUND	5
1.7 BUSINESS LOGO AND MOTTO	6
1.8 OWNERS OR PARTNERS BACKGROUNDS	7-10
2.0 ADMINISTRATION PLAN	
2.1 INTRODUCTION TO ADMINISTRATION	11-12
2.2 ORGANIZATIONAL CHART	13
2.3 JOB DESCRIPTION	14-16
2.4 LIST OF ADMINISTRATION PERSONNEL	17
2.5 SCHEDULE OF REMUNERATION	17
2.6 WORKING HOURS	18
2.7 LIST OF OFFICE EQUIPMENT AND SUPPLIES	18
2.8 ADMINISTRATIVE BUDGETS	19
3.0 MARKETING PLAN	
3.1 INTRODUCTION TO MARKETING	20
3.2 PROFILE OF PRODUCT	21-24
3.3 TARGET MARKET	24

3.4 MARKET SIZE	25
3.5 COMPETITION	26
3.6 MARKET SHARE	27-28
3.7 SALES FORECAST	29
3.8 MARKETING STRATEGIES	30-32
3.9 MARKETING BUDGET	33
4.0 OPERATION PLAN	
4.1 INTRODUCTION TO OPERATION	34
4.2 OPERATIONAL OBJECTIVE	35
4.3 MISSION	35
4.4 OPERATIONAL STRATEGY	35
4.5 TRANSFORMATION PROCESS	36
4.6 PROCESS PLANNING	37-39
4.7 OPERATION LAYOUT	40
4.8 PRODUCTION PLANNING	41-42
4.9 MATERIAL PLANNING	43-44
4.10 MACHINES AND EQUIPMENT PLANNING	44-47
4.11 MACHINE AND EQUIPMENT REQUIREMENT	48
4.12 MANPOWER REQUIREMENTS	49-50
4.13 OPERATIONAL UTILITIES, (OVERHEAD COSTS)	50
4.14 LOCATION PLAN	51
4.15 OPERATIONAL HOURS	52
4.16 LICENSE, PERMITS & REGULATION REQUIREMENTS	52
4.17 OPERATION BUDGET	53
4.18 PROJECT IMPLEMENTATION SCHEDULE	54

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

We plan to do a business based on partnership that holds the position of General Manager, Marketing Manager, Operation Manager and financial Manager. These are the shareholders that will run over this business. Partnership distributes all profits and losses to their shareholders without regard for any profits retained by the business for cash flow propose. By doing partnership the business is easy to establish and the start-up costs are also low. Other than that, more capital is available for the business. A primary advantage is that the partnership does not bear the tax burden of profits or the benefit of losses-profits or losses are "passed through" to partners to report on their individual income tax returns.

Due to that, we plan to start a business by establishing an ACH&N Pre-loved Co. which will sell clothes that still wearable and have a good quality that we can offer to customer. Our company establishment will be located at Indah Permai because this place is situated in the housing, industrial and university area where there is high population of people.

We decided to do this type of business because we want to utilize the things that we already had. There are also some factors that influence us to choose this type of business. Firstly, in our business location, there are many students and others that come to Indah Permai to buy their belongings and do their daily activity. Secondly, we are targeting the student and the main resident near our business location by attracting them to come into our place because of the clothes affordable price. There is no gap between younger and older people because pre-loved clothes are affordable and people will realize that the clothes are just wearable as new.

We believe that our business has the potential to success. This business plans will commence around early this year and will be the places that most people come due to its affordable and good quality clothes. Thus the customer does not need to worry because the items or clothes are all in a good condition.