



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN:
BORNEO RECYCLE CRAFT

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BORNEO RECYCLE CRAFT

First of all, we would like to express our gratitude to Allah S.W.T for allowing us to complete our business plan successfully. We would also like to thank our lecturer for this subject (ENT300, Fundamentals of Entrepreneurship) Madam Sharifah Nurafizah for giving guidance, ideas and encouragement in helping us to complete this project successfully within the period of time given.

This project work was completed with remarkable effort of high spirit of cooperation between the group members. They are:

Armandzo Murphy	as the General Manager
Florishka Melkana	as the Assistant Manager
Donny Disu	as the Administration Manager
Norsyamimi Hamzah	as the Marketing Manager
Razinah Mojukil	as the Operational Manager
Jeona Stenney	as the Financial Manager

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Thank you
Yours truly,

(Armandzo Murphy)

EXECUTIVE SUMMARY

The name of our company is Borneo Recycle Craft. We are planning to manufacture and supply and also selling it in our shop; a home decor and daily use goods made of recyclable item.

Our shop is located at The Urban Mini Mall, Taman Indah Permai, Jalan Sepanggar, 88450 Kota Kinabalu, Sabah. The location of our office is suitable where our target markets percentage is assume to be at most in that area. The shop are divided into product display area, office area and manufacturing area. This is because we are still new with the business and we not ready yet to have our own factory.

Since the waste product such as paper, plastic, glass and aluminum that can be recycled in our country is increasing day by day, our company is trying our best to produce goods with quality and additional value which is marketable and can be used daily by customers.

We are expecting to increase 3% and 5 % sales of our business on second and third year respectively.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by Borneo Recycle Craft. The purposes are:-

1. To produce new product to fulfill need and choice of customer
2. To fulfill the demand of pies in the market.
3. As a guideline in managing the business or the proposed venture.
4. To evaluate the ability of this business to compete with other competitors.
5. To add the numbers of the Bumiputera involvement as an entrepreneur.
6. To fulfill the requirements of the ENT 300 subject.