



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

'BAGVENTURES'

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EXECUTIVE SUMMARY

Introduction

BAGVENTURES Company is a firm that design a adventure backpack. We do not have specific location to sell the product is, our customer can find us on our website, www.bagventures.com.my . Our office located at Wisma Manikar, Likas. BAGVENTURES Company is a partnership which consist seven members and commence on 1st January 2016.

BAGVENTURES backpack is manufactured by us. To make it more creative, we decided to use additional material to enable the backpack to be more functional and convenient to use. We also provide basic item so that they can save their cost and time. All items inside the bag we brought from supplier including the bag. But, we improve it by adding LED lights to be safer.

Since there are kinds of variety backpack in the market, BAGVENTURES Company will excel due to its attention towards design and innovation. Through unheralded customer attention, BAGVENTURES will slowly but surely gain market share as it was different from other company that produce basic things for adventure. Our product is suitable for people who likes to travelling and sports. BAGVENTURES Company is providing a product that helps people to save time, energy and cost.

In Malaysia, they have decided to use our product when they want to fulfil their wants and needs. BAGVENTURES has foreseen this opportunity to provide the unique and highest quality of backpack. Even if it is still new, but we BAGVENTURES saw the opportunity that this business has the potential to expand more that it is handled efficiently.

Purpose

This business plan is prepared because to convince the venture capitalist, investors and banker in order to raise capital and obtain support for the venture. The company need investors to raise fund for the purpose of company management and operation process.

This business plan is also being drafted so that BAGVENTURES will get financing it needs in order to starts its business. Each shareholder has agreed to contribute RM10, 000 each. The financing will be used to pay the supplier as the company had making its product with the best offer ever and bills that had been used to operate the business.

We also use this business plan as a guideline to the manager in order to succeed in the business. We have set out our entire target in order to successful. This business plan includes company background, marketing strategy, operation plan, administration plan and also the most important, the financing plan of the business.

BAGVENTURES Company will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the all the workers. BAGVENTURES Company also will be able to give profit for each of the manager regarding to their responsibility.