



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Eden Gate Enterprise
The Mushroom Boy

THE BUSINESS PLAN
FUNDAMENTAL OF ENTREPRENEURSHIP
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Assalamualaikum w.b.t

First and foremost, we would like to give our appreciation and thanks to Allah S.W.T for His blessing that gives us air to breath and His entire gift to us. We are truly thankful to Him as we successfully completed this proposal right on time.

Furthermore, we also want to give an immense gratitude to our ENT300 lecturer, Miss Norhafizah Bin Abdul Razak, who had always be in our side and help us during developing of making the business plan with excellent guidelines.

To our beloved families, that had been support us from the beginning until we completed the business plan. They gave us a lot of support in term of financial, emotion, mental and also moral support to our soul to become a successful entrepreneur.

To the employee with had meet, Rindy Lim, Senior Negotiator from Premier Property Sdn Bhd and also Awang Bin Mohd Dom, agent from TMNet, we would like to give our best regards and thanks for good cooperation in obtaining information and so.

Alhamdulillah, after a lot of contribution from all the group members, finally the business plan has been completed. A thousand thanks to all the class members who also sharing their ideas and explanation and also helped us in sharing the information needed.

Hopefully, this business plan will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process management.

Lastly, we would like to thanks to all persons who had involved in this proposal. They had been a great helper to us in completing this business plan. We believe that this business plan will give ground-breaking ideas to encourage the local community to enter the challenging environment of business.

1. Introduction

Eden Gate Enterprise is a local premise shop which our products are mainly from porcelain type handicraft. The Mushroom Boy, the first design of our porcelain type handicraft is handmade by our staff and very affordable by all range of income with its all range of sizes and colours that will be available.

We realize that The Mushroom Boy will attract many customer with its very simple yet attractive design. Small and big, red or blue, with this advantage that it has, The Mushroom Boy will surely gain market share as it services the entire family. Finally, Eden Gate Enterprise will supply The Mushroom Boy to the selected agents all around Malacca. We want to become a channel to market produce from self-help groups for example Persatuan Ibu Tunggal, Pusat Pemulihan dalam Komuniti, Pusat Pemulihan Luar Penjara and others.

Eden Gate Enterprise believed in the potential of The Mushroom Boy to expand its image to all over Malaysia by taking serious attention to its marketing perspective. With our product which is The Mushroom Boy, all range of customers from local shoppers to tourist from worldwide country will be able to grab this exclusive item that can be found at Malaysia. We also hoped we can do a joint venture with the Ministry of Tourism to promote local product during the international expo events.

In order to run this business smoothly, we have been separated the job through few department which are Administration Department, Marketing Department, Operation Department, and Financial Department. We as the manager of each department will give our best to manage the business and also gain the maximum profit we can get. Lastly, there are no sleeping partners and all are entitled to participate in the business management. We all agreed that Muhammad Bakhtiar Iman bin Awang as our Manager, Muhammad Farhan bin Rosemadi as our Operational Executive, Siti Nur Syuhada binti Shuhaimi as our Financial Executive, Nur Syazana binti Samsudin as our Marketing Executive, and Nur Syahirah binti Addenan as our Administration Executive. The selection of Manager is based on consent among all the partners and selected based in the experience, skills and abilities.

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of business management and upgrading.

This business plan is also being drafted so that Eden Gate Enterprise will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain confident of the bank trust.

Eden Gate Enterprise has asked from Maybank Berhad for a loan up to RM 50,000 so that it can build itself in the business. The RM61, 136 will be form from the accumulated capital provided by each shareholder in the company. Each partner has agreed to contribute RM12, 227.20 each.

The financing will be used to purchase a start-up asset like raw materials, furniture, and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offers.

We also use this business plan as a guideline to the manager in order to succeed in the business. Eden Gate Enterprise has all the raw materials to be one of the best quality in the business. We have set our entire target in order to be successful. This business plan will includes business background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business

Eden Gate Enterprise will fully utilize all the assets so that it can maximize the profit. The profit that the business gets will be used to pay the loan that given. Eden Gate Enterprise is completely confident that it will be able to pay the loan back including the interest payment in the loan given.