



UNIVERSITI TEKNOLOGI MARA

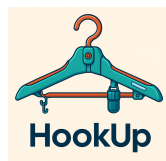
FACULTY OF APPLIED SCIENCES

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

SEMESTER MARCH 2025-AUGUST 2025

BUSINESS PLAN REPORT



FACULTY	FACULTY OF APPLIED SCIENCE
PROGRAMME	DIPLOMA OF FOOD TECHNOLOGY
GROUP	AS1164A1
GROUP MEMBERS	1. SYARIFATUL MARDHIYAH BINTI MOHD HARUN (2023468862) 2. NUR AFRINA UZMA BINTI MOHD FAIZAL (2023838578) 3. NUR SYAZMIRA BINTI MOHD NOOR (2023661796) 4. MUHAMMAD AMIRUL IZZUAN BIN MOHD ZAIDI (2023875006) 5. MUHAMMAD IRFAN BIN DAUB (2023874458)

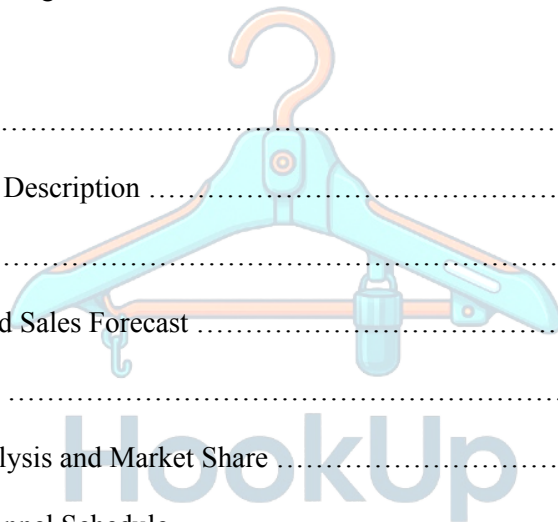
PREPARED FOR :

MISS NUR JIHAN BINTI MD JOHAN

TABLE OF CONTENT

ACKNOWLEDGEMENT	1
TABLE OF CONTENT	.2 - 5
1.0 EXECUTIVE SUMMARY	12
2.0 BUSINESS BACKGROUND	14
3.0 PARTNERS BACKGROUND	19
3.1 Partnership Agreement.....	25
3.2 General Manager	27
3.3 Administration Manager	28
3.4 Marketing Manager	29
3.5 Operational Manager	30
3.6 Financial Manager	31
4.0 ADMINISTRATION PLAN	32
4.1 Introduction To The Organization	33
4.1.1 Business Vision	33
4.1.2 Business Mission	33
4.1.3 Objectives	34
4.2 Business Logo and Description	35
4.3 Organizational Chart	37
4.4 Administration Personnel Schedule	38
4.4.1 Key Management Personnel	38
4.4.2 Schedule Of Task and Responsibilities	39
4.4.3 Compensation and Benefits	41

4.5 Remuneration Schedule	42
4.6 Office Equipment, Fixture and Fittings and Office Supplies	44
4.6.1 Office Equipment	44
4.6.2 Meeting Room Equipment	46
4.6.4 General Office Stationery Supplies	47
4.6.5 Pantry Supplies	49
4.6.6 Toilet And Hygiene Supplies	50
4.6.7 Prayer Room Equipment	51
4.7 Administrative Budget	52
5.0 MARKETING PLAN	54
5.1 Product/Service Description	55
5.2 Target Market	56
5.3 Market Sizes and Sales Forecast	57
5.3.2 Sales Forecast	60
5.4 Competitor Analysis and Market Share	61
5.5 Marketing Personnel Schedule.....	62
5.6 Salary Schedule	64
5.6 Marketing Strategies	65
5.8 Marketing Budget	70
6.0 OPERATIONAL PLAN	71
6.1 Process Planning	72
6.2 Operational Layout	74
6.3 Production Planning	79
6.4 Materials Planning	80



6.5 Machine And Equipment Planning	84
6.6 Manpower Planning	85
6.7 Overhead Planning	87
6.8 Location Plan	89
6.9 Business and Operator Hours.....	91
6.10 License, Permits and Regulations	93
6.11 Operation Budget	95
6.12 Implementation Schedule	97
7.0 FINANCIAL PLAN.....	98
7.1 Budget	99
7.1.1 Administrative Budget	100
7.1.2 Marketing Budget	101
7.1.3 Operation Budget	102
7.2 Project Costing & Source Of Financing.....	103
7.3 Depreciation.....	104
7.4 Loan & Hire Purchase.....	108
7.5 Cash Flow Statement.....	109
7.6 Income Statement.....	111
7.7 Balance Sheet	113
7.8 Graphs.....	114
7.8.1 Current Ratio	114
7.8.2 Quick Ratio	116
7.8.3 Inventory Turnover	117
7.8.4 Gross Profit Margin	118
7.8.5 Net Profit	119

EXECUTIVE SUMMARY

HookUp Innovation Sdn.Bhd. is a partnership company that has been established in the year 2025. HookUp is located in Kota Damansara, Selangor. HookUp Innovation specializes in the design and marketing of smart house furniture and equipment that have many functions to help us in daily life. HookUp started the innovation business by creating an innovative hygiene - focused hanger.

HookUp's main product, Smart Multi- Function Hanger, is designed for students and adults that have limited time in their daily life. This can help them to solve the daily laundry problem that we face like mixed up clothes, unsatisfying odour that comes from our laundry, and also can manage our limited space especially when we stay at shared places like a hostel and hotel. This hanger comes with the foldable design, QR code for a digital identity, compartment for fragrance capsule, uv light is optional designed for hygiene and also extra hooks for accessories. Every feature is designed to fulfill the user daily needs in aspects of hygiene, convenience and also user lifestyle.

HookUp operates with a hybrid business model, in which HookUp sells their product through its official website <http://www.hookup.com.my> , HookUp selected retail and also institutional channels. Furthermore, HookUp also uses a durable and recyclable material to ensure our quality and its environmental sustainability. HookUp considers user safety and ease of storage during designing and material selection during the process. HookUp's goal is to enhance our daily life with advanced and practical innovation. However, HookUp's long term goal is to make our company become the trusted smart lifestyle company in Asean. HookUp started in Malaysia and HookUp plans to expand its business into neighboring markets such as Singapore, Thailand, Indonesia and also Brunei.

From a financial perspective, HookUp online platform is the selling channel that offers cost efficiency to a customer. It is because when purchasing online it comes directly from HookUp warehouse compared to physical retail where HookUp's customers need to pay extra because of the high overhead of physical retail. This is allowing HookUp to maximize profit margins on each sale. Additionally, with streaming HookUp customer service through email and phone, HookUp can reduce our operating cost at the same time when HookUp can fulfill HookUp customer satisfaction. HookUp efficient digital infrastructure and responsive customer service can strengthen HookUp customer trustworthiness while supporting HookUp financial growth for HookUp company.