



UNIVERSITI TEKNOLOGI MARA

A&Y RACKS

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PREPARED BY:

AIN SHALIEYANA BINTI ABDUL SAMAD	2013396565
ALI KHURAYSHA ALISIA BINTI ALI UDIN	2013572503
NUR AMALINA BINTI MUSLIM	2013954247
NURUL HALEEDA BT SUHAINY	2013395023
NURIZYAN BINTI ABDUL KARIM	2013779529

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Executive Summary

1.0 Introduction

A&Y is a shop who sells a unique rack located in a shopping mall named One Borneo, Sepanggar that allows the entire family to own their own personal rack in one convenient location as One Borneo as it is one of the famous shopping malls in Kota Kinabalu. A&Y produced a good and high quality of racks which is convenient for everyone. We produced different kind of styles in order to ensure everyone can use it, from kids to adults.

While there are many shops that sell racks like A&Y, A&Y will excel due to its attention to detail regarding customers' satisfaction. Through unheralded customers' attention, A&Y will slowly but surely gain market share as our company emphasizes on the satisfaction of our customers. Lastly, our location will allow it to attract a lot of walk in traffic.

People across Malaysia have decided to buy products from us when they want to fulfil their personal need, for example to have a good quality of racks. A&Y has seen this opportunity to produce the finest and highest quality of racks. This has shown that A&Y has the calibre to be one of the most successful racks seller in Malaysia.

We, A&Y, saw the opportunity that this business has the potential of success provided that it is handled efficiently. People always need to have a product with a high quality in order to ease their life and to fulfil their need. Thus, A&Y sees this as a way to prosper in the market, by taking advantage of all these people need.

2.0 Purpose

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 company management and upgrading.

The business plan also is being drafted so that A&Y 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 the confident of the bank.

A&Y has asked from Maybank for a loan up to rm50,000 so that it can build itself in this business. The other rm100,000 will be from accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute rm20,000 each.

The financing will be used to purchase a start up assets like shop equipment, furniture, advertising and many more. We can get all this items from our trusted seller, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. A&Y has all the ingredients to be one of the best in the business. We have set our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast, and also the most important the financing plan of the business.

A&Y will utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. A&Y is completely confident that it will be able to pay the loan including the interest payment in the loan given.