



UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
LA' ENDORMI CO.

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LA' ENDORMI CO.

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No one ever makes it alone (stan tofer)

We have always believed in the above quotation. Here, we would like to seize the golden opportunity to thank to all those who helped us directly or indirectly in completing this assignment.

Firstly, we thank to God for the blessings and letting us to complete this business plan smoothly and successfully. Thank God for giving us strengthens in face of trials and challenger, for providing ways and giving clues when problems struck us.

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LA' ENDORMI CO.

1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

The name of our group business is La'Endormi Co. The nature of our business is a partnership form. Mainly, our industry profile is selling multi-purpose bed sheet which is the new invention combination of blanket with bed sheet. We started our business with the total capital amounting RM60, 000.00 with 6 staffs to operate. This includes, General Manager, Administration Manager, Marketing Manager, Operation Manager with Operation Assistant and Financial Manager. La'Endormi Co. conveniently located in Alamesra Sulaman. The date of commencement of our business is on 1st January 2015.

A good planning is important as to achieve the purpose of business. The managers who are involve in this business, manages their budgets part efficiently as to make sure the business plan will run smooth and strong. In the end, we are hoping that our business plan proposal may satisfied and fulfil the requirement of ENT300 course.

We have chosen to create this type of business in order to fulfil the needs and wants of customers that can be satisfied by the business through the supply of goods and services. Another factor that indeed contributing our choice of business is to develop new trend in the current location that is reachable by our target market. The future prospects of our business is to expand our business equipped with more highly trained staff, more choices of our product materials and high quality of our products.