



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
K.DESIGN
“REMASTER YOUR FURNITURE”

PREPARED BY:

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Not forgotten, we would like to express our thankfulness to our course mates for their kindness and ideas throughout the progress in completing this task. All of those ideas and comments had helped me to check and balance our research thus help us to come out with new view.

Sincerely, our deepest gratitude goes to our beloved parents and siblings respectively for their endless love, encouragement and prayers. Last but not least, we want to thank to those who are directly or indirectly contributed in this project. All of your kindness and help means a lot to us.

We believe that this business can go further in the future with the help of many people. Thinking like an entrepreneur has ignited the creativity and innovation inside all of us. We managed to complete this business plan with the support and the consultation given by our beloved lecturer and we are looking forward to make it come true.

Thank you.

1.0 INTRIDUCTION

The name of our company is K.Design. Our company specializes in furniture. In Sabah there are many companies that make or selling furniture as their main business activity. All company tries to differentiate themselves and try to finding their originality through their furniture design. Our company sense one problem in this business. Every company tends to make new furniture, but we are different from them. Instead of making new furniture, we try to fix the furniture based on the customer want to make them 100% satisfy.

K.Design is located at Beverly Hills plaza. It is a strategic place because in that area there is no furniture company. Despite that in Beverly Hills there are many houses nearby that place. It is because Beverly in general was developing because of apartment and many other house. That's are the reason and making Beverly hills a strategic place for this business. It is because every house need a furniture for their house. And because of our shop close to their house, its make our job can be done faster.

Our target market in general is people around Penampang. To make it more specific, people around Beverly Hills. We want them to believe that our shop is the first choice when it comes to furniture. Our potential prospects are people that have strong bond with their furniture. It is refer to the people that inherit furniture from their ancestor such as their grandmother or grandfather.

The last point about our company is we encourage people to develop saving life style. It is because our company will make sure that the cost of fixing our customer product should not be more than half of original price. It will save the customer money and probably the main reason why they should visit our shop again. Another reason is we want to educate people aware about our nature. We want to reduce tree from being cut because of our earth condition right know become worsen every year. It is because making a new furniture will need a lot of wood.

1.1 BACKGROUND OF BUSINESS PLAN

MISSION

To deliver a best service on furniture redesigning that can ensure customers satisfaction

VISSION

To strive in this industry as the first choice furniture redesigning services company

OBJEKTIVE

- To support the 3R Program
- Reduce landfill waste
- To support lower income citizen

BUSINESS NAME : K.Design (Remaster Your Furniture)

ADDRESS : Beverly Hill Plaza,
Jalan Bundaran,
89500 Penampang,
Sabah.

PHONE NUMBER : 012 8395774

FORM OF BUSINESS : Partnership Company

MAIN ACTIVITIES : Redesign, repaint, and upgrading

DATE OF REGISTRATION : In Progress

NO. OF REGISTRATION : In Progress

DATE OF COMMENCEMENT : 01 DECEMBER 2014

3.1 Marketing Objectives

3.1.1 To gain profit

- As most profit oriented company, we also aimed at making profit as much as we could.

3.1.2 To let more people know about our service

- To maximize profit, we would need more customers. For that, we will need to allocate portion of our budget to advertisement.

3.1.3 To expand our business

- Just second behind gaining profit, we will want more and more people to use our service. To serve a larger area, we will aim at opening a new branch around Sabah before aiming setting up new branch throughout Malaysia.

3.2 Type of Company

K Design is a service type company. As the service's logo "Remasters Your Furniture" indicated, this service focusing on upgrading furniture. Be it old or new, broken or not, K Design will tweak with the furniture according to customers idea.

3.3 Target Market

This company's target market will be focusing on lower income group of people. This is because some lower income people will prefer to keep their old furniture instead of buying the new one as buying new furniture will cost a lot of money depends on the quality placed on the furniture. But of course, this company will accept all group of people as this company's type of service is flexible since most of people with house will have furniture, and thus, the overall target will be all people who possess furniture.