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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

ENTREPRENUERSHIP (ENT300)

“FRI E'DAH”

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EXECUTIVE SUMMARY

1.0 Introduction

FRI E'DAH is a company that produce a product which is chair. Our company located in Jalan Kuhara 91007, Tawau, Sabah that allows the society to have their chair needs satisfied in one convenient location. FRI E'DAH company serves men, women, children and accepts appointments as well as walk-ins. FRI E'DAH also sell the product that have many function that can satisfied their needs and able to serve the entire family in one quick, convenient visit.

While there are many product of chair like FRI E'DAH. FRI E'DAH will excel due to its attention to detail regarding customer want. Through customer attention, FRI E'DAH will slowly but surely gain market share as it product for the society, creating long-term relationship. Lastly, FRI E'DAH location will allow attract unemployment to join our company and give job opportunity to them based on requirement that needed from our company. Then, they will spread our company and attract more people.

People across Malaysia have decided to use our product when they want to fulfill their need, for example they want to use chair for different purposes. But at the same time, they need to use chair for sit. So, we make an innovative to make a chair in a multi-function that we can called as '2 in 1'. It is means that, our chairs can use for sit and also can use as ladder that combine in one product only.

We, FRI E'DAH saw the opportunity that this business has the potential of success provided that it is handled efficiently and excellent. The people have always needed something new and different in this world. Thus, make them satisfies and meet their needs and expectations. FRI E'DAH make an innovative chair. FRI E'DAH sees this way as a way to prosper in this markat by taking advantage of all these people's need.

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2.0 Purpose

This business plan is prepared because to convince venture capitalist, 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.

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

FRI E'DAH has asked from Maybank for a loan up to RM50,000 so that it can build itself in this business. Each shareholder has agreed to contribute RM10,000 each.

The financing will be used to purchase a start up assets like product equipments and tools, furniture, store front and artwork, advertising, and many more. We can get all this items from our trusted suppliers 'Kayu Bagus', and they have agreed to provide with the best offer ever.

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

FRI E'DAH will fully utilize all the assets so that it can make maximize the profit. The profit that the company gets will be use to pay the loan that it given. FRI E'DAH is completely confident that it will be able to pay the loan back including the interest payment in the loan given.