



FACULTY OF ADMINISTRATIVE SCIENCE AND  
POLICY STUDIES FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT300)

BUSINESS PLAN  
F.S.F CO

PREPARED BY:

MOHD SHAFIQ BIN MOHD HASAT @ ARSHAD	(2015618442)
MOHD FARHAN BIN HAMDIN	(2015258458)
MOHD FIRHAN BIN NAHILIN	(2015846598)

PREPARED FOR:

SIR MOHAMMAD FIRDAUS B. MOHAMMAD

GROUP:

AM1104A2

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# TABLE OF CONTENT

	<b>Contents</b>
	Executive Summary
<b>1.0</b>	Introduction
<b>2.0</b>	Purpose
<b>3.0</b>	Company Background
	3.1 Logo
<b>4.0</b>	Partners Background
	4.1 Partners agreement
<b>5.0</b>	Location of business
	5.1 Layout Plan
	5.2 Advantages
<b>6.0</b>	Marketing Plan
	6.1 Product Description
	6.2 Target Market
	6.3 Market Channel
	6.4 Market Size
	6.5 Market Share
	6.6 Sales Forecast
	6.7 Sales Forecast Analysis
	6.8 Marketing Strategy and Equipment
	6.9 Marketing Budget
<b>7.0</b>	Operations Plan
	7.1 Process Planning
	7.2 Operations layout
	7.3 Production Planning
	7.4 Material Planning
	7.5 Machines and Equipment Planning
	7.6 Manpower Planning
	7.7 Overheads Requirement
	7.8 Locations
	7.9 Business and operations hours
	7.10 License , Permits and Regulations Required
	7.11 Operations Budget

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## 7.12 Implementations Schedule

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### 8.0 Organizational Plan

8.1 Organization Mission & Vision

8.2 Organization Chart

8.3 Manpower Planning

8.3.1 Schedule of task and Responsibilities

8.3.2 Schedule of Remuneration

8.4 List of office equipment

8.5 Organization/Administration Budget

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### 9.0 Financial Plan

9.1 Project Implementations Cost

9.2 Sources of Financing

9.3 Pro forma Cash flow Statement

9.4 Pro forma income Statement

9.5 Pro forma balance Sheet

9.6 Financial Analysis

9.7 Sales and Purchase Projection

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### 10.0 Appendices

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## Executive Summary

### 1.0 Introduction

FSF .Co is a company that produces bracelets located in Kota Kinabalu, Sabah, 88400, Malaysia that allows the entire family to have their bracelet needs satisfied in one convenient location. FSF.Co serves men, women, and children and accepts appointments as well as subscribe. FSF.Co also sells accessories. FSF.Co is able to serve the entire family in one quick, convenient visit. While there are many "quick shop" like FSF.Co, FSF.Co will excel due to its attention to detail regarding customer service. Through unheralded customer attention, FSF.Co will slowly but surely gain market share as it services the entire family, creating long-term relationships. Lastly FSF.Co location will allow it to attract a lot of walk in traffic. People across Malaysia have decided to use our services when they want to fulfil their accessories need, for example to have their bracelet or to make over their appearance through different bracelet style. FSF.Co has foreseen this opportunity to provide the finest and highest quality of bracelet and styling to all people, despite their age or gender. This has shown that FSF.Co has the calibre to be one of the most successful simple bracelet in Malaysia. We, FSF.Co, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to take care of their bracelet, as the bracelet reflects their personality, and to make them feel more confidence and comfortable. FSF.Co sees this as a way to prosper in this market, by taking advantage of all these people's need.

## 2.0 Purpose background

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. This business plan is also being drafted so that FSF.Co will get the financing it needs in order to start its business. The capital of RM60,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each. The financing will be used to purchase a start up assets like bracelet equipments, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, 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. FSF.Co has all the ingredients to be one of the best in the business. We have set out 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. FSF.Co will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to increase our facilities, increase our workers and open new branch at other district.

Date of Commence Bank : 8 April 2010

Initial Capital : RM 60,000 (own)

Name of Bank : CIMB Bank