



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DAKHILI ENTERPRISE

PREPARED BY:

MAHADI BIN ABD. MUIS
NAZRUL NIZAM BIN MURPHY
NUR SYAKIRAH BINTI ZULKIFLI
SITI SUHANA BINTI LAMSARIN
KARTIKA SARI DEWI BINTI ABDUL SAMAD

TABLE OF CONTENT

CONTENTS

Acknowledgement

Executive Summary

Company Introduction

- Introduction to company
- Purpose of business plan
- Company's background

Partnership Background

- Partnership agreement
- Partners background

Company's Location

- Business location

Administration Plan

- Introduction
- Organizational chart
- Administration personnel
- Tasks and responsibilities schedule
- Schedule of remuneration
- List of office equipment
- List of stationeries
- Administrative Budget

Marketing Plan

- Marketing Introduction
- Product Description
- Target market
- Market Trend
- Market Size
- Market Segmentation
- Lists of Competitors
 - Strength & weaknesses
- Market shares
- Sales Forecast
- Marketing strategy
 - Product
 - Price
 - Place
 - Promotion
- Marketing personnel
 - Schedule of Remuneration
- Marketing budget

Operational plan

- **Introduction of Operational**
- **Operation Layout**
- **Process planning**
 - **Process of production flowchart**
- **Production planning**
 - **List of material**
- **Material planning**
 - **raw material requirement schedule**
 - **Purchase forecast**
- **Machines and equipment planning**
 - **List of machineries & equipment**
- **Manpower planning**
 - **Schedule of remuneration**
- **Overheads requirement**
- **Location plan**
- **Business & operation hours**
- **Operation budget**
- **Operation project implementation schedule**
- **Requirement of license, permits and regulations**

Financial Plan

- **Introduction of Financial**
- **Objectives of Financial**
- **Importance of Financial**
- **Sources of Financial**
- **Project Implementation Schedule**
- **Financial inputs budget**
- **Financial budget**
- **Financial Statement**
- **Pro forma cash flow statement**
- **Pro forma income statement**
- **Pro forma balance sheets**
- **Financial analysis**

Conclusions

Appendices

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

First of all we would like to say Alhamdulillah, praise to Allah S.W.T. for the blessing and chances for us finish this business plan proposal for Entrepreneurship [ENT300] subject.

Along the way in finishing this business proposal, it has been quiet a journey for all of us as the partners in this business. This business proposal have become a challenge for us to test our teamwork, credibility, trust, passion, and our ability in interpreting our skills in making this proposal a success. In hopes, that this business plan proposal would have the criteria to become a success and encourage us to be succeeded entrepreneur.

The person that we most would want to thank you is to our beloved parents and family. They have being very supportive in every aspect from the beginning of the proposal until the end of proposal. Without their supports, this business proposal is impossible to be completed.

The very next person that we would to thank is our lecturer Sir Mohd. Firdaus, which continuously have been giving us support. He have been very helpful towards the process of preparing this business proposal

We also would like to thank our classmates and friends that have been really helpful while finishing this proposal, sharing ideas, information and supportive all the way till the finishing of this proposal. May our friendship would become better towards the future.

Last but not least, we would like to thank our group member which is our business partner Mahadi bin Abd. Muis, Nazrul Nizam Bin Murphy, Kartika Sari Dewi Binti Abdul Samad, Nur Syakirah Binti Zulkifli, and Siti Suhana Binti Lamsarin for being cooperative, though and understanding from the beginning for us to overcome every hurdles all the till the end of the proposal.

EXECUTIVE SUMMARY

Dakhili is about producing a product which could satisfy the wants and needs in the society. At Dakhili, we giving the chance to the ideas that have the potential of being a good product and that could satisfy the needs in the society. Dakhili is the place for the new ideas or the ideas that have not been given the chance, which shows a lot of potential to become reality.

Our business locations are at Putatan, Kota Kinabalu, Sabah. The location of our business is strategic for our company to distribute our product to our consumers around Sabah, Sarawak, or in Peninsular Malaysia.

Undeniable, there are more manufacturers that would also have the same criteria as our business. Dakhili will stand out from our concern to our customers' wants, needs and their problems. Through our skills in building relationships with the customer, we believe Dakhili will surely gain market share and slowly made its name to the top of the list as one of the best manufacturer company in the long-term future.

The fact that our customers choose our product, because our product could satisfy their needs and wants, also in terms of solving the problems they have. Moreover, it is our priority to keep improve our service and to enhance more in terms of our product to reach our customer satisfaction.

Our company, Dakhili, have foreseen this opportunity to create the potential of becoming a successful business that could be handle efficiently. The people always have their problems to be solved, wants and needs to be fulfilled, and satisfaction degree need to be met. Thus, we at Dakhili, taking this advantage to perform better in this market by push our capability to justify our customer demand.