



**LIST OF CONTENTS**

LETTER OF SUBMISSION .....	4
ASSIGNMENT PROJECT DECLARATION FORM .....	5
EXECUTIVE SUMMARY .....	10
1. Business Background .....	11
1.1 <i>Vision and Mission</i> .....	11
1.2. Organizational Chart .....	12
1.3. <i>Logo and Motto</i> .....	13
2. Owner Background.....	14
2.1. <i>General Manager</i> .....	14
2.2. <i>Administration Manager</i> .....	15
2.3. <i>Marketing Manager</i> .....	16
2.4. <i>Operation Manager</i> .....	17
2.5. <i>Financial Manager</i> .....	18
3. <i>Administration Plan</i> .....	19
3.1 <i>Introduction (Administration Objectives)</i> .....	19
3.2 <i>Manpower Planning</i> .....	19
3.3 <i>Schedule of Task and Responsibilities</i> .....	20
3.4 <i>Schedule of Remuneration</i> .....	21
3.5 <i>Office Furniture, Fitting and Office Supplies</i> .....	22
3.6 <i>Administration Budget</i> .....	23
4. Marketing Plan .....	24
4.1 <i>Introduction</i> .....	24
4.1.1 <i>Marketing Objectives</i> .....	25
4.2 <i>Description of products</i> .....	26
4.3 <i>Target market</i> .....	29
4.4 <i>Market size</i> .....	29
4.4.1 <i>Population table</i> .....	29
4.4.2 <i>Total market size</i> .....	30
4.4.3 <i>Total market size</i> .....	30
4.4.4 <i>Competitors</i> .....	31
4.5 <i>Market Share</i> .....	32
a. <i>Sales forecast</i> .....	35
b. <i>Market strategy</i> .....	36
c. <i>Marketing Budget</i> .....	40
5 Operational Plan.....	41

## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

22<sup>nd</sup> JANUARY 2021

Dr. Hasnizawati binti Hashim  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**LeFactoria Manufacturing Sdn. Bhd – Foldable Table**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Aiman Ariffin*

.....  
MUHAMMAD AIMAN BINTI ARIFFIN  
General Manager

## EXECUTIVE SUMMARY

Business Plan is a written document that covers how the business is started and run. It is also known as a working paper, business proposal, project paper or prospectus and business plan aims as a guideline for day-to-day management.

Le Factoria Manufacturing Sdn. Bhd. Is a private limited manufacturing company that produces various home furniture especially 'Smart Foldable Table' as our main product. Our company was legally registered in January 2021. Located in Petaling Jaya, Selangor, this company focuses on the sale of key products to students and employees who study and work online at home as a result of the covid-19 pandemic. Every company has a clear vision and mission, and so do we. Grow into a successful company at a higher level in furniture manufacturing and being able to compete in increasingly challenging markets is a firm vision our company holds. Le Factoria Manufacturing's mission is to want customers to maximize the value and return of their property assets through the design and delivery of commercial interiors that are inspiring and environmentally friendly.

With the motto 'Strives for Better Quality Furniture', Le Factoria Manufacturing has five managers and 4 factory operator employees who are the backbone of this company. Led by the General Manager as the owner of the company, followed by the Administration Manager who is responsible for managing office support for the smooth running of a business, Marketing Manager as the advertising agent, selling and delivering product to customers, Operational Manager who acts to oversees high-level human resources duties and Financial Manager that is responsible for managing the budget planning of this company. Therefore, the relationship with each other is important in moving this company to a higher level.

Le Factoria Manufacturing is capable of generating profits and being competitive in other manufacturing companies. With a capital of RM500, 000, we are committed to using capital efficiently in managing the business conducted. This is because our target market is focused on students as well as employees. Not only that, for indirect targets, retailers and wholesalers are the right choice for our company in growing and expanding our business as a standard manufacturing company.

Last but not least, the potential market for the product is very promising. Le Factoria Manufacturing targets to sold over 30,000 units in the first year of the company's establishment and want to be well known for the company's high quality products accepted by customers.

## 1. Business Background

Table 1.0 Business Background

<b>Name of the Business</b>	Le Factoria Manufacturing Sdn. Bhd
<b>Business Address</b>	
<b>Correspondence Address</b>	
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	Private Limited Company
<b>Main Activity</b>	Manufacturing Table
<b>Date of Commencement</b>	1 <sup>st</sup> January 2021
<b>Date of Registration</b>	1 <sup>st</sup> February 2021
<b>Registration Number</b>	678197318-G
<b>Name of Bank</b>	Public Bank
<b>Bank Account Number</b>	

### 1.1 Vision and Mission

#### 1.1.1 Vision

Grow into a successful company at a higher level in furniture manufacturing and able to compete in increasingly challenging markets.

#### 1.1.2 Mission

Our goal is to allow our customers to maximize the value and return of their property assets through the design and delivery of commercial interiors that are inspiring and environmentally friendly. To inspire everyone we encounter, to be motivated by innovative design strategies and to provide excellence in service delivery.