



**FACULTY OF ADMINISTRATIVE UNITED STUDENTS SOCIETY**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM1105C**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME :**

**PRODUCT NAME : TBAG**

**PREPARED FOR:**

**DR HASNIZAWATI BINTI HASHIM**

**PREPARED BY:**

<b>Fatin Fatihah Binti Mohd Azman</b>	<b>2018419798</b>
<b>Nur Safra Asyura Binti Abdul Hadi</b>	<b>2018295492</b>
<b>Mohamad Farhat Bin Suradin</b>	<b>2018259656</b>
<b>Amirul Nazwan Bin Mohd Yunus</b>	<b>2018455314</b>
<b>Anis Damia Binti Ansim</b>	<b>2018413598</b>

**TABLE OF CONTENTS**

LETTER OF SUBMISSION.....4

ACKNOWLEDGEMENT.....11

EXECUTIVE SUMMARY.....13

  

1 INTRODUCTION.....15

2 PURPOSE.....17

3 BUSINESS BACKGROUND.....19

4 BACKGROUND OF PARTNERSHIPS.....23

5 LOCATION OF BUSINESS.....29

6 MARKETING PLAN.....31

7 OPERATIONAL PLAN.....44

8 ADMINISTRATION PLAN.....59

9 FINANCIAL PLAN.....67

  

CONCLUSION.....83

APPENDICES.....85

PARTNERSHIP AGREEMENT.....87

## LETTER OF SUBMISSION

Nur Safra Asyura Binti Abdul Hadi  
Diploma in Public Administration (AM110)  
Faculty of Administrative United Students Society  
Universiti Teknologi MARA Cawangan Pahang Kampus Raub  
27600 Raub, Pahang

25<sup>th</sup> January 2021

Dr Hasnizawati Hashim  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang Kampus Raub  
27600 Raub, Pahang

Dr,

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

Attach is the business plan title “**SAFF’D.Co – TBAG**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

Fatin Fatimah Binti Mohd Azman	2018419798
Nur Safra Asyura Binti Abdul Hadi	2018295492
Mohamad Farhat Bin Suradin	2018259656
Amirul Nazwan Bin Mohd Yunus	2018455314
Anis Damia Binti Ansim	2018413598

Thank you,

Yours sincerely

*Asyura*

.....  
Nur Safra Asyura Abdul Hadi  
General Manager

## ACKNOWLEDGEMENT

We five students of group AM1105C are preparing a final written group assignment which is Business Plan (ENT 300). Primarily, we would like to express our profound gratitude towards our beloved lecturer, Dr. Hasnizawati Binti Hashim who had been taught and guided us a lot from the beginning of the class either in google meet or in WhatsApp. As without her clear explanation and kind support, it would be quite difficult for us to complete it in the time given. She gives a lot of information on how to complete it by following the rubric's requirements. We feel very touched and really grateful that she is willing to spend her time by helping to answer each of our questions patiently and giving us many ideas. We really enjoyed learning with her for all this time. Not just that, all the group members also have given the best in group discussion and perform as well in accomplished this report even though each one of us have a few challenges by completing this assignment such as lack of internet coverage, inappropriate environment and many more but gladly we can overcome all these challenges. Last but not least, we highly hope this assignment can meet the criteria as Dr Hasnizawati's want. Thank you so much to everyone who involve directly or indirectly in the making of this task.

## EXECUTIVE SUMMARY

This business is based on partnership where it being share by the five members which are Safra, Amirul, Fatin, Farhat and Damia. We own the business and we going to be responsible for the debts. It is because as stated in Partnership Act 1961 where there is unlimited liability based on the percentage of the share in the company. Not just that, we also had fictitious name for our business which is SAFF'D.CO. It the short form of our first name from each one of us.

SAFF'D.CO is located in Shah Alam with address Lot 1231/18, Taman Sri Andalas, Shah Alam, 40000, Selangor. We run our business at the busiest and strategies place because Shah Alam already known as industrial city. It is because there are so many shop lots and factory. That's why we decide to do the business at this place as it near to the factory who have been as our supplier of raw material. Other than that, this business location is near to Kuala Lumpur, Klang and Subang which is most of our target customers stay there. It easy for us to make cash on delivery and having walk-in services in our boutique.

SAFF'D.CO also have offered product of men clothing which is combination of shirt and tote bag. Nowadays both items are the top products and become bestsellers in the platform of social media like Shopee, Facebook and Instagram. We also offered the services by gives an opinion towards our customers such as the best materials of shirt, the differences among all the colours and many more. As SAFF'D.CO is the new starting business so we have created our management from the top until the bottom. The head management team is Nur Safra Asyura Binti Abdul Hadi who is the one would be responsible for organize the team. Without the others management, the business would be disaster. That's why SAFF'D.CO have Fatin Fatihah Binti Mohd Azman as administration manager, Amirul Nazwan Bin Mohd Yunus as marketing manager, Mohamad Farhat Bin Suradin as operation manager and Anis Damia Binti Ansim as financial manager. All of us have been train the main task for each one as the manager. In that case, our production will be smoothly without have any interfere from others.