



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN ACCOUNTANCY

(ENT300)

FUNDEMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SP. CORP

PREPARED BY:

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SP.CORP,

Table of content

Page Number

Acknowledgement	3
Executive Summary	4
Biodata of Partners	5 - 10
Administrative Plan`	11
• Introduction	12
• Administrative Structure	13
• Company Name and Logo	14
• Business vision, mission and objective	15
• Administrative Structure	16
• Administrative Personel	17
• Schedule Tasks and Responsibilities	18 - 19
• Schedule Remuneration	20 - 22
• Office furniture and Fittings	23
• List of Office Furniture and Fittings	24
• Administrative Budget	25 - 26
• Total Admin Budget	27
Operational Plan	28
• Introduction	29
• Operational Structure	30
• Operational Objective	31
• Process Planning	31
• Operations Layout	32
• Production Planning	32
• Material Planning	33
• Machine & Equipment Planning	34
• Manpower Planning	35
• Overhead Requirement	36
• Location Plan	37
• Business & Operation Hours	38
• License & Permits Requirement	39

• Operation Budget	39
• Implementation Budget	40
Marketing Plan	41
• Marketing Structure	42
• Marketing Objective	43 - 44
• Business Description	45
• Target Market	46
• Situational Analysis	47
• Market Size	48
• Market Share	49
• Sales Forecast	50
• Marketing Strategy	51 - 53
• Marketing Personnel	54
• Marketing Budget	55
Financial Pelan	56
• Financial Structure	57
• Introduction	58 - 59
• Projected Admin, Marketing, Operation exp.	60 - 64
• Project Implementation Cost	65
• Admin, Marketing, Operation Budget	66 - 68
• Cash Flow	69
• Production Cost	70
• Income Statement	71
• Balance Sheet	72
• Financial Ratio	73 - 78
Appendix	79 - 87

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For the promotion, our company will be using traditional and also electronic advertising as our advertising media. Under traditional advertising, we will advertise our products at the newspapers and also in the magazines. Internet will be used as our electronic advertising; we will use the internet to post information about our products through social media such as Facebook, Twitter and Instagram.

The cost of external is RM 150 and we will mark up the price by 150%. The selling price of the shoes will be RM 400 and our company will get RM 250 as profit when customers purchase our shoes.

Executive Summary

SP CORP. is a newly established company that sells wireless external hard drive called 'STOREPORT'. The general manager of SP Corp. is Abdul Mukhlis bin Abdul Hadi. Our company's focus is to sell high quality of wireless external hard drive at affordable price. Our target markets are teenagers and adult people like university students and lecturer mostly male as our customer base.

SP Corp. products are about wireless external hard drive called 'STOREPORT'. Type of product for all our products is shopping products and it is heterogeneous category which means the product's features is more important than the price. Our product have a one year warranty with additional payment of rm50 that can make it to 2 years warranty when the customer purchased the Storeport from our company.

Our company located at One Borneo Hypermall, Kota Kinabalu, Sabah, Malaysia. We choose the location because it is strategic and the place is the focal place for students and adults. We believe that with a strategic location we can achieve our target market and our goals. The business operation will be from Monday to Sunday from 10 a.m until 9 p.m.

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