



اَوْنِيُوْ رَسِيْوِي تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

DIPLOMA IN SCIENCE COMPUTER (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

THE ACCESSORIES SENDIRIAN BERHAD

PHONE PUB – ULTIMATE PRODUCTS

PREPARED FOR:

MADAM ROZIEANA BINTI A.HALID @ KHALID

PREPARED BY:

MUHAMMAD FAEIZ NURHAKIM BIN MOHD FAHMAN 2018447594

LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
Faculty of Computer Science and Mathematics
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

17 JULY 2020

Madam Rozieana binti A.Halid @ Khalid
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)

According to the title above, attached is the business plan report on the title of “**The Accessories Sdn. Bhd.**” to fulfil the requirements to pass in this semester courses as needed as university requirements.

2. This report consist of overall important components as well as the aspects need to be considered to build up a new business. It is included my business profile, organizational structures, financial allocation, marketing strategy and the operational plan.

3. I hope through this report, you can see my potential to start a new business by my own and I can be evaluated according to my effort onto this overall assignment suit your requirement.

Thank you,

Yours sincerely

.....
Muhammad Faeiz Nurhakim bin Mohd. Fahman
General Manager

ACKNOWLEDGEMENT

First and foremost, thanks to Him as I most grateful to Him for giving me an ample time to fully complete this Business Plan Report as one of the requirement needed to be accomplish in the assessment of the subject Fundamental of Entrepreneurship (ENT300).

I also thanks my parents for being very supportive in helping me by giving a lot of ideas about the business should I run. They also help me regarding the strategy on how to build up the business and how to keep the business gain profit as desired. They and my other family members are very understanding as they keep motivating me to do well too.

Other than that, not to be forgotten to the lecturer, Madam Rozieana binti A.Halid @ Khalid for keeping your responsibilities in guiding me during the whole processes of completion this course work. She has provided me such an excellent service by explaining in detail about what to be done in this assessment. I am sure that I could complete this assessment without her help.

Throughout this assignment, I manage to be organized and open-minded to overcome with the problems during the starting of getting a right business should be run. As this report required organizational plan, marketing strategy, operating plan, financial flow, I found this can help me to be considered as those are the main thing that a new entrepreneur must to know.

For those who are directly or indirectly contributed to helping me in this business plan assessment, I bet you a special thanks for the effort and initiative you had gave me. Lastly, I apologized to all the unnamed person who had lend me a hand in completion of this business plan report and hopefully by this, I can improve my knowledge about Entrepreneurship and can be a better entrepreneur in the future.

TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENTS	4
EXECUTIVE SUMMARY	7
1. INTRODUCTION	8
1.1. <i>Name of the Business.</i>	8
1.2 <i>Location of the Business.</i>	8
1.3 <i>Date of Business Commencement.</i>	8
1.4 <i>Future Prospects of The Business.</i>	8
2. PURPOSE OF PREPARING THE BUSINESS PLAN	9
2.1 <i>To Evaluate the Project Viability and Growth Potential.</i>	9
2.2 <i>To Apply for Loans or Financing Facilities from The Relevant Financial Institutions.</i>	9
2.3 <i>To Act as A Guideline for the Management of the Proposed Business.</i>	10
2.4 <i>To Allocate Business Resources Effectively.</i>	10
3. BUSINESS BACKGROUND	11
3.1 <i>Vision and Mission.</i>	11
3.1.1 <i>Vision</i>	11
3.1.2 <i>Mission</i>	11
3.2 <i>Organizational Chart.</i>	12
3.3 <i>Logo and Motto</i>	13
3.3.1 <i>Logo</i>	13
3.3.2 <i>Motto</i>	13
4. BACKGROUND OF PARTNERSHIP	14
4.1 <i>General Manager</i>	14
4.2 <i>Administration Manager</i>	15
4.3 <i>Marketing Manager</i>	16
4.4 <i>Operation Manager</i>	17
4.5 <i>Finance Manager</i>	18
5. LOCATION OF BUSINESS	19

EXECUTIVE SUMMARY

The Accessories Sdn. Bhd. is a mobile phone or gadget base company which offers a different type of mobile phone. We also provide repairing services along with the accessories of a different category and in widely brands. I planned to collaborate along with the mobile phone accessories factory and mobile phone makers to ease me to fill up stock at my store as well as to my customers to find their need regarding phone and accessories.

To ease to movement of our consumers, we will provide them an online platform where they can find and purchase their things without walk into the store. They can purchase through online banking or using credit card and debit card. As well as at the walk-in store, we will provide them an option of e-wallet where we are going to least the use of cash.

For the target clients, we are focusing those on the age range of 15 and above as this community are most likely using a smartphone and in needed of other gadgets. We also identify that the consumer is demand on products in affordable prices. So, as to keep our client increase to reach our target profit, we going to serve them everything in their budget range.

The Accessories Sdn. Bhd. key strategy is to emphasize the quality of the product and services provided for consumers. We also taking a workers' manner as one of the strategies to keep our clients. So, as General Manager, I will emphasize all my workers to treat their customers politely and serve them at their best.

As for location of the store, I going to specify my location at the rapid developed city over the year such across Kuala Lumpur. After some research, I planned to build up my very first store there because these areas are currently being one of the most attracted places to stay and for job seeker. Based on this demand, this type of company must be one of the most needed stores to have there.

For the administration chart, I as the General Manager will handle this company along with other four head from each of department section in our company. I am going to seek for workers who are specialized in accounting, marketing, stock detail, operating planning, and finance. Those five leaders will be taking the different responsibilities together to fulfil their own portfolio.

We are aggressively planning to build our brand to the top. So, we going to connect to our customers through the social media, online community group and do many advertisings. Though this, we can be close to the community and enhance the change for us to expose our services and attract more client to come to our store.