



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

AM1105I

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CUSTOMIZE PRODUCTS AND SURPRISE DELIVERY

PREPARED FOR:

MISS JOLIN NORSHYME HASHIM

PREPARED BY:

NAME	STUDENT ID
NOR ATIERAH BINTI MOHD ZAKI	2018643646
NADIA NATASHA BINTI AZMIN	2018210178
AMNI NAFISA BINTI ABD RAHIM	2018803018
MUHAMMAD AZIM BIN IBRAHIM	2018218952
MUHAMMAD HAIKAL HAZIQ BIN ZAINISHAM	2018820046

SUBMISSION DATE

19TH FEBRUARY 2021

CONTENTS

LETTER OF SUBMISSION	4
EXECUTIVE SUMMARY	5
1. Business Background	6
2. Owners' Background	9
3. Administration Plan	11
4. Marketing Plan	17
5. Operational Plan	28
6. Financial Plan	35
CONCLUSION	43
APPENDICES	44

LETTER OF SUBMISSION

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

February 2021

Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for **ArTez** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

.....*atierahzaki*.....

NOR ATIERAH BINTI MOHD ZAKI
General Manager

EXECUTIVE SUMMARY

The business known as 'ArTez'. ArTez have divided into two part which are surprise deliveries and customize products. ArTez concept basically are about art, surprise and decoration.

ArTez is owned by 5 partners who are Nor Atierah as General Manager, Amni Nafisa as Administration Manager, Nadia Natasha as Marketing Manager, Muhammad Azim as Operational Manager and Haikal Haziq as Financial Manager. All partners will be taking hands-on management roles in the company. In addition, we also hire additional workers that are expertise and professional in art design.

Our customers are comes from different ages and sector such as corporate members, retailer, residents, students and also people from the teenagers until older generation. At ArTez, we offer a range of goods and services which include surprise deliveries that come in many unique packages, customize products like journals or planners, embroidery and painting products like totebag, shirt and frame.

While there are already have surprise deliveries, our company offers customize products to be put into the packages of surprise deliveries and also sell the customize products separated with the packages.

Based on the size of our market and our defined market area, our sales forecasts for the first year is RM896,000 and we expected a 10% annual rate of growth in the first 3 years.

We require RM195,699 to finance our first year operations. The partners have contributed a total of RM135,699 together.

1. Business Background

The nature of ArTez business is services on surprise and also customize products. First, the customize products are specific customs by the expertise staffs. There are four specifications which are planner or journal, tote bag, shirt and frame. There are divided into two which are painting and embroidery. The customize products will fulfil their taste on fashion because usually they want to try something new, rare and unique products especially from the local brand.

Second, surprise delivery. People usually did not have time to prepare any decoration or surprise for their love one. So, ArTez basically do the services in term of wedding, birthday, anniversary, events and others. The ArTez team will be decorate the surprise place and area based on the customer request. Furthermore, the surprise deliveries also include the packages that have been set up. It is famous among the younger generation because they want to try new version of trending things. It also one of the amazing services because not all people have the creative skills to decorate and surprise their beloved one. They also have the limit time because of other work. So, the best solution is to hire surprise delivery planner. The customer has to choose and did not have to waste their time to find all the items.

Table 1.0 Company Background

Name of the Business	ArTez
Business Address	No 46, Jalan Besar, 25000 Kuantan Pahang Malaysia
Correspondence Address	No 46, Jalan Besar, 25000 Kuantan Pahang Malaysia
Website	www.artezcreativeproducts.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Customize products and surprise deliveries
Date of Commencement	1 st January 2021
Date of Registration	31 st January 2021