



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY APPLIED OF SCIENCE**

**DIPLOMA IN SCIENCE (AS120)  
AS1205K**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

---

**DECO4U**

**EVENT DECORATION SERVICE**

---

**PREPARED BY:**

<b>AHNA ADRIANA BINTI ALZAHARI</b>	<b>(2018268908)</b>
<b>AIDA MAISARAH BINTI ABD RAHMAN</b>	<b>(2018418622)</b>
<b>AQILAH NAJWA BINTI AZIZUL HANNIF</b>	<b>(2018673184)</b>
<b>NURUL NISHA IZZATI BINTI MOHD RAZALI</b>	<b>(2018407304)</b>
<b>SAIDATUL NUR SYAHIRAH BINTI MOHAMED SABADRI</b>	<b>(2018673004)</b>

**PREPARED FOR:  
MADAM ILYANI BINTI AZER**

## LETTER OF SUBMISSION

Diploma in Science (AS120),  
Faculty of Applied Science,  
Universiti Teknologi MARA Cawangan Pahang,  
26400 Pahang.

16 DECEMBER 2020

---

Madam Ilyani binti Azer,  
Lecturer of Fundamentals of Entrepreneurship (ENT300),  
Faculty of Applied Science,  
Universiti Teknologi MARA Cawangan Pahang,  
26400 Pahang.

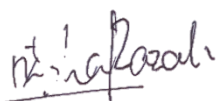
Madam,

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

Attach is the business plan title "Deco4U" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
( NURUL NISHA IZZATI BINTI MOHD RAZALI )

General Manager

## **ACKNOWLEDGEMENT**

Firstly, we would like to say Alhamdulillah, thank and praise to the Almighty God for giving us the strength and will to accomplish our business plan within the dateline. Without His Blessing we wouldn't have gone this far.

We would also love to show our greatest gratitude to our respected person, Madam Ilyani Azer as our lecturer of Fundamentals of Entrepreneurship (ENT300) as she helps and guides us. The completion of this business plan gives us pleasure and delight.

Last but not least, the business plan cannot be completed without the effort and co-operation of the group members, they gave valuable comments and suggestions on this report which gave us an inspiration to improve our report. We thank everyone for their help directly nor indirectly to complete this report. Without their help, this assignment could not be completed. We hope our report meets all your expectation and giving full consideration in marking this report.

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>6</b>
<b>1. Business Background.....</b>	<b>7</b>
➤ <b>1.1 Vision and Mission.....</b>	<b>8</b>
➤ <b>1.2 Organizational Chart .....</b>	<b>8</b>
➤ <b>1.3 Logo and Motto.....</b>	<b>9</b>
<b>2. Owner Background .....</b>	<b>10</b>
➤ <b>2.1 General Manager.....</b>	<b>10</b>
➤ <b>2.2 Administration Manager .....</b>	<b>11</b>
➤ <b>2.3 Marketing Manager .....</b>	<b>12</b>
➤ <b>2.4 Operation Manager .....</b>	<b>13</b>
➤ <b>2.5 Financial Manager .....</b>	<b>14</b>
<b>3. Administration Plan.....</b>	<b>15</b>
➤ <b>3.1 Introduction (Administration Objectives).....</b>	<b>15</b>
➤ <b>3.2 Manpower Planning .....</b>	<b>16</b>
➤ <b>3.3 Schedule of Task and Responsibilities.....</b>	<b>16</b>
➤ <b>3.4 Schedule of Remuneration .....</b>	<b>17</b>
➤ <b>3.5 Office Furniture, Fitting and Office Supplies .....</b>	<b>17</b>
➤ <b>3.6 Administration Budget .....</b>	<b>19</b>
<b>4. Marketing Plan.....</b>	<b>20</b>
➤ <b>4.1 Introduction (Marketing Objectives).....</b>	<b>20</b>
➤ <b>4.2 Description of products .....</b>	<b>21</b>
➤ <b>4.3 Target market .....</b>	<b>23</b>
➤ <b>4.4 Market size.....</b>	<b>24</b>
➤ <b>4.5 Competitors.....</b>	<b>25</b>
➤ <b>4.6 Market Share.....</b>	<b>25</b>

## EXECUTIVE SUMMARY

Decorating service business is quite an atypical business in Malaysia. However, it has a huge opportunity for the young entrepreneurs to shine as this is one of the businesses which is least people do this business. Deco4U is a company that has just stepped into Malaysia's business industry. Deco4U is a service business. By meaning, Deco4U will provide a decoration service like a picnic, birthday celebration, or home decoration. This is all based on customer's demands. This business is located at Negeri Sembilan specifically in Garden Homes, Seremban. Negeri Sembilan has chosen for opening the location of the business as there has no other same type of business as Deco4U. This can be a big chance for Deco4U to commercialize their products and services. It can also attract people to get to know Deco4U better and Deco4U can be the number one choice.

Deco4U has been established in 2021 which is on the 21st of February 2021. Deco4U has been chosen because the owner of this business is the General Manager, Nurul Nisha Izzati, 25 has finished her Degree in Designing and has been unemployed for several months. Due to that, she decided to start a business. She is living with her parents in Kuantan. However, she wants to have a fresh new start in a different location from her birthplace. This is because she loves to trying out new things and new places. Besides, she has a friend in Negeri Sembilan who will help her out. The decorating service business has been chosen as she loves to design and decorate. With the support of her parents, family, and friends, she managed to start a business named Deco4U.

The objective of this business is to earn their own income. It is also to help people who are also unemployed after finishing their studies. Besides that, she also wanted to help people to get the best and beautiful decorations for their special events. People age between 18 years old and 40 years old are the markets targeted for this business. This circle tends to make memorable events with their colleagues, family members, partners, or friends. Deco4U is the most suitable for them to hire to make their events run smoothly and beautifully.

Last but not least, Deco4U will make sure that the decoration will be in trend, minimalist, and modern. However, customers can choose or create their theme. Get along with our motto "*Trendy. Minimalist. Comfy*" as we prioritize and guarantee our customers' comfort and services with Deco4U's exquisite touch.