

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN SCIENCES (AS120)

AS1205K

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

IVY JENGA

JENGA

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Pahang
26400, Bandar Tun Razak, Jengka, Pahang

21st December 2020

Madam Ilyani Binti Azer
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang
26400, Bandar Tun Razak, Jengka, Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **"IVY JENGA ENTERPRISE"** to fulfill the requirements as needed as university requirements.

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

SITI AISYAH IZZAH BINTI AZAHAR	2018283724
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NUR IRYANI EMYLIA BINTI ZAINOL	2018444338
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Thank you,

Yours sincerely



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(SITI AISYAH IZZAH BINTI AZAHAR)
General Manager Ivy Jenga

ACKNOWLEDGEMENT

First and foremost, for helping us to complete this mission smoothly, all glory to Allah and His blessing. Throughout the process, we thank God for all the resources, trials and strength that have been shown to us. My humblest thanks go to the Holy Prophet Muhammad (Peace be upon him), whose way of life has guided us all continually.

We would like to express our special appreciation and sincere gratitude to our lecturer on Fundamentals of Entrepreneurship (ENT 300), Mrs. Ilyani Binti Azer, for giving us the opportunity to participate in this project and for providing invaluable guidance during the semester. To complete this mission, she has given constructive reinforcement and a warm spirit.

In addition to our lecturer, we would also like to dedicate this to our parents for loving, praying, sacrificing, and helping us from the start to the end of this mission. Thank you for offering ideas and more specifics on how to run a business.

Finally, in all the humbleness and humility to acknowledge our debt to all those who have helped us to complete this mission, particularly our fellow classmates and friends, we are overwhelmed. Despite their busy schedules and assignment to send, they are always able to spend their luxurious time directing this assignment and giving ideas. Without their encouragement and guidance, our accomplishment of this assignment could not have been achieved.

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EXECUTIVE SUMMARY

Ivy Jenga is a business that is categorized as Service Business as we provide service of custom-made items. We are considered as Small Medium-sized Enterprise (SME) as our employees are not exceeding 200 workers and only about 100 workers. We are specialized in designing Jenga blocks for entertaining and decoration. The Ivy Jenga is own by Siti Aisyah Izzah that have 2 years experienced of designing for some companies and wanted to start her own business based on her creativity. This business is based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Customized Jenga is most popular item ever made by Ivy Jenga which is located at The Curve 6 Jalan PJU 7/3, Mutiara Damansara, 47800 Petaling Jaya Selangor Darul Ehsan Malaysia. Through our long-term analysis and observation, we decided to set up this company because we can see a broader vision for the future in this field. In addition, we discover that nowadays, people tend to buy something that is unique and wanted to have unique decorations as their interior designs for their home. With our custom-made goods, we can satisfy the demands of our customers.

In addition, we found that there are fewer competitors who are skilled in customized games services. So, Ivy Jenga is taking the opportunity to grow our company as we are skilled with designing and innovation. As our company enters the market for a year, we faced a big loss as much as 4.05% because we are unable to promote our business well. But, as years passed, our business profits increased year by year as much as 3.35% for the second year and 12.85% for the third year. It is because people tend to know more about us and interested in our products.