



اَوْنُوْرَسِيْتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

AC110

FUNDAMENTALS OF ENTREPRENEURSHIP ENT300

BUSINESS PLAN

MUGGIRL

CUSTOMIZED MUG

Prepared by:

NUR AQILAH BINTI NASARUDDIN	2018431328
NUR ASYIQAH BINTI ABD. MALEK	2018643434
NUR BATRISYIA BINTI ZAMZURI	2018684414
NURUL IZZAH BINTI ABDUL MAJID	2018678346
NORALIA BINTI ZAMRI	2018431678

Prepared for:

SIR MOHD AIDIL RIDUAN AWANG KADER

Group:

AC110 5B

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LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
Faculty of Accountancy
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

24 January 2021

Mohd Aidil Riduan Awang Kader
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Sir,

Submission of the Business Plan (ENT300)

Attach is the business plan title "MugGirl-Customized Mug" to fulfil the requirements as needed as university requirements.

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

Nur Aqilah binti Nasaruddin	2018431328
Nur Asyiqah binti Abd. Malek	2018643434
Nur Batrisyia binti Zamzuri	2018684414
Nurul Izzah binti Abdul Majid	2018678346
Noralia binti Zamri	2018431678

Thank You,

Yours sincerely



.....
MugGirl
General Manager

ACKNOWLEDGEMENT

All praises to Allah for His blessing throughout the process of completing this assignment. We are all grateful for His mercy by giving us strength and helping us by showering us with all the opportunities.

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All of our family members are deserved to be having our heartfelt thanks. It would have not been conceivable to us, that we are able to complete this assignment without their support, especially these days with the existence of Covid-19 pandemic. Our deepest gratitude is belonging to our beloved family.

We are also offering our thankfulness to our brilliant classmates who have been going through the same journey with us, we will always be in the same shoes in the learning process, thus thank you for staying with us through the thick and thin of this journey.

May Allah bring success and honour to the above-mentioned personalities in their live.

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EXECUTIVE SUMMARY

MugGirl is a sole proprietorship that sells rare and unique designs of mugs. As our ambition is to place our products in the global market, becoming one of the leading global companies that produce mugs with cookie holders is our vision. We believe that the vision can be accomplished if we are able to create exclusive design, enhance the team synergy among the organizational team and establish a stable platform for the customers to reach us out. Besides, choosing a strategic location with a high population is important in starting the business and that is why we choose I-City Corner Shah Alam as our first shop. MugGirl has seven workers with high qualifications and skills that include a General Manager, Administration Manager, Marketing Manager, Operational Manager, Financial Manager, and two other operational workers. Each member plays an important role to build the MugGirl until this brand is able to compete with the competitors and engage with the target customers. We are so confident that our products are fashionable for our target market because the kids and teenagers would love the art concept. In addition, the customers can enjoy drinking a warm coffee or any warm drinks for a long period as the materials of the mug are made by high quality of products that could last longer. With the considerable price, they also can put their preferred snacks or cookies in the mug. Our business production is designing the design and pressing it on the ceramic mug. All the budget in the production of MugGirl is under control because we are very particular with the expenses as our main focus at the beginning of the business is to gain profit. Thus, our financial planning should be on the right track considering the total inflow is higher than total outflow that will result in a positive cash balance and net profit.