



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

FACULTY & PROGRAMME: DIPLOMA IN ACCOUNTANCY

SEMESTER : 5

GROUP : AC110 5C

BUSINESS NAME : MASK.CO

PRODUCT NAME : MASKS

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LETTER OF SUBMISSION

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15th JANUARY 2021

Madam Siti Fahazarina Hazudin
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Universiti Teknologi MARA Cawangan Pahang,
26400 Pahang.

Madam,

Submission of Business Plan (ENT300)

Attached is the business plan title "MASK.CO" to fulfil the requirements as needed as university requirements. We hope our business plan provides mere information to you as it will become the source of successful business management. We also hope our business plan meets organizational objectives and our vision and mission can be achieved.

Thank you.

Yours sincerely,



Amirah

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AMIRAH ZUHAIKRAH

General Manager

TABLE OF CONTENTS

Num.	Particular	Page Number
1	Executive Summary	5
2	Introduction	6
3	Purpose of The Business Plan	7
4	Business Background	
	<input type="checkbox"/> Vision and Mission	8
	<input type="checkbox"/> Organizational Chart	9
5	Background of Partnership	
	<input type="checkbox"/> General Manager	10
	<input type="checkbox"/> Administration Manager	11
	<input type="checkbox"/> Marketing Manager	12
	<input type="checkbox"/> Operation Manager	13
	<input type="checkbox"/> Financial Manager	14
6	Location of The Business	
	<input type="checkbox"/> Physical Location	15
	<input type="checkbox"/> Advantage of Location	15
7	Marketing Plan	
	<input type="checkbox"/> Marketing Objectives	16
	<input type="checkbox"/> Description of product	17-18
	<input type="checkbox"/> Target market	18
	<input type="checkbox"/> Market size	19-20
	<input type="checkbox"/> Competitors	21
	<input type="checkbox"/> Market share	22-23
	<input type="checkbox"/> Sales forecast	23-29
	<input type="checkbox"/> Marketing strategy	29-30
	<input type="checkbox"/> Marketing Budget	31
8	Operational Plan	
	<input type="checkbox"/> Operation Objective	32
	<input type="checkbox"/> Manufacturing Planning	33-34

EXECUTIVES SUMMARY

This report provides information regarding the business plan of MASK.CO that produces masks as the main product. MASK.CO commenced its business on 1st march 2021 and the business premise located at Kuala Lumpur.

This report stated that the purpose of the business plan is to evaluate the project viability and growth potential, to apply loans from relevant financial institutions, to act as a guideline for the management of the proposed business, and to allocate business resources effectively. To be seen as a successful company, we have our very own vision and mission that keep us motivated in entrepreneurship ventures. Not to forget MASK.CO's inspired logo and motto.

Partnership backgrounds include general manager, administration manager, marketing manager, operation manager and financial manager. The background provides details of each individual that is a registered owner of the business such as relevant qualifications, skills and experiences.

In this report, we also specify the advantage of the location chosen as our business premise. The advantage is highly related with our objectives in the business plan.

The highlight of the report is the business plan's main body which are marketing plan, operational plan, administrative plan and financial plan. Marketing plan explains marketing objectives, description of products, target market, competitors, market share, sales forecasting and marketing budget. Operational plan indicates that sales forecast use to plan capacity, material, equipment and manpower needs. Administrative plan indicates company structure and key talents. Lastly, financial plan functioned in combining budget considerations of marketing, operations and organizational needs into project cost and sources planning.

The last part of the report which is appendices contains supporting documents that may be useful and applicable to the business plan attempt. The documents include business card, product sample, supplier quotation and partnership agreement.

1. INTRODUCTION

Entrepreneurship is not only about merchandising activities but also about the understanding of a business plan and reasons behind preparing it. In order to understand the format of a business plan, we are assigned to prepare a business plan which presents the business we are planning to run.

As stated in the executive summary, our business name is MASK.CO, which our main activity is selling masks. We sell a variety of masks with different usefulness such as useful for protection from dust and protection from viruses. The specialty of our mask is the material and design. Our business comes up with satin silk material and various beautiful designs that will attract customers. We also sell disposable masks with colors. The business vision is to be the most successful local mask company in the Middle East while the mission is to obtain customers with high-valued and the most satisfying products . Besides, our business logo symbolizes the quality of beauty and it is inspired by flowers as flowers usually indicates beautifulness. The motto 'Local Beauty, Local Fashion' means MASK.CO's attempt in selling high quality Malaysian products and at the same time convince consumers to support local products.

The nature of the business is market orientation which means it is based on understanding that sales depends on the customer decision to purchase the product. Besides, MASK.CO is more for profit motives and consumer satisfaction.

The location of the business premise is Kenanga Wholesale City, Kuala Lumpur as it was a tourist hot spot for shopping. The commencement date is on 1st March 2021.

Masks are chosen as our business' product because the demand is quite high in the meantime. The attractive design and reusable function could be another factor. For financial factors, it requires low modal to build a mask business while for marketing factor, selling masks provides lower effort to penetrate the local market but the sales still works.

For future prospects of the business, we hope our business could sell another product and also open new branches that helps MASK.CO being a successful company. In addition, we also aspire that our mask product will penetrate the overseas market.