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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

AC1105F

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS NAME: BONDING ENTERPRISE

PRODUCT NAME: BONDING (WATER BOTTLE)

PREPARED FOR:

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LETTER OF SUBMISSION

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

17TH JANUARY 2021

Mrs. Siti Fahazarina Hazudin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Bonding Enterprise- Bonding water bottle**” to fulfil the requirements as needed as university requirements. All the details consist of following procedures of business plan.

2. This report contains, the important components for started the beginning of the business. It contains our business profile, owner background, administration plan, marketing plan, operational plan, and financial plan.

3. We hope our business plan will help others in future and can be used by others who needed. All your kindness and is much appreciated. Thank you.

Yours sincerely

Syafinaz

.....
NUR SYAFINAZ BINTI KAMARUZAMAN
General Manager, Bonding Enterprise

ACKNOWLEDGEMENT

First, we are thankful to Allah S.W.T for finally succeeding in completing Business Plan as one of the criteria that we need to accomplish in the course code ENT300.

We would like to thanks to many people that had been give support and cooperation while doing this business plan. Especially, our lecturer Madam Siti Fahazarina binti Hazudin, who always guide and help us to complete this business plan. Not forgotten to thank our group members that contribute their time and energy to make sure this business plan completed on time. This group project will not be successful without any guides from lecturer and support from our group members.

Finally, we would like to thank again, for those who are contributing or participating directly or indirectly while doing this business plan until we successfully completed our project. We hope our project will provide us more understand and knowledge to prepare business plan in real life.

EXECUTIVE SUMMARY

BONDING is a partnership-based type of company established in 2021 that consist of 3 members who occupy significant roles such as general manager, administrative manager, operating manager, and financial manager. Our company offers high quality of water bottle to its target market to fulfil their needs. BONDING, with our motto “**Extra Space for You**” is located at 51A, Jalan Perdagangan 7, Raub Trade Center, 27600 Raub, Pahang to conduct its business operations

For each different volume, our water bottles are sold at different prices. It is primarily created for our target market, namely students and athletic people, as our main benefit is that it can be paired with other bottles of the same size. The products we offer have been processed with high-quality and also environmentally friendly materials which is able to satisfy its users. Bonding has 3 diligent and wise founders, together having fair capital. Which RM500,000 from the founders while another RM100,000 loan from bank.

Apart from that, to facilitate the management of the business and to accomplish the goals that have been targeted, all managers have been entrusted with their respective duties. Customers can get our products through direct sales to customers in our store and can also get them through delivery that can be ordered from our agents. We manage our company’s operations in the same building as the store we opened with differences floor. This is to facilitate the affairs of our management system.

. A financial plan is the final step toward creating business plan. A financial plan is a detailed image of the existing plans, financial targets, and any methods to meet those goals that company have set. Information on the cash balance, savings, debt, pensions, insurance and all other aspects of company’s financial life should be included in proper financial planning. Financial planning is important because it encourages company to make the best of their investments and help ensure that their potential priorities are fulfilled.

Thus, with good management by the managers, we hope our products will be known to many and can create brand awareness in the future. With these achievements, we will also always improvise our products as well as meet the needs and desires of its users in conjunction to enter the overseas market.