



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

BA118 4H

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS NAME:

EARTHBAE

PRODUCT NAME:

CLOTHING

PREPARED BY

NAME	STUDENT ID
AMIRA EMIR BINTI EMIR HISHAM	2019647448
ILLIYANA AZZIYANTI BINTI CHE MOD	2019212686
NUR AINA AQILAH BINTI BURHANUDDIN	2019432958
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PREPARED FOR

SIR MOHD AIDIL RIDUAN BIN AWANG KADER

LETTER OF SUBMISSION

Diploma in Office Management (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

19 JULY 2021

Sir Mohd Aidil Riduan bin 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 (ENT 300)

Attach is the business plan title “**EARTHBAE**” to fulfill the requirements as needed as university requirements.

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

Amira Emir binti Emir Hisham	2019647448
Illiayana Azziyanti binti Che Mod	2019212686
Nur Aina Aqilah binti Burhanuddin	2019432958
Nur Syakirin Aini binti Saifulaswat	2019262164
Wan Aniq Naim bin Wan Johari	2019819638

Thank you,

Yours sincerely

wananiq

.....
Wan Aniq Naim bin Wan Johari
General Manager

ACKNOWLEDGEMENT

First of all, in the name of Allah the most gracious and the most merciful, first and foremost. We would like to extend our deepest praise to Allah S.W.T who have given us strength, patient, determination and courage to implement this task. With His blessings and help, finally we had finished this business plan report within the time given without any problem.

This group assignment is done with effort and cooperation from our teamwork which consist of Wan Aniq Naim bin Wan Johari, Amira Emir binti Emir Hisham, Illiyana Azziyanti binti Che Mod, Nur Aina Aqilah binti Burhanuddin and Nur Syakirin Aini binti Saifulaswat. Throughout this assignment, we learnt a basic idea about how to conduct a business and good values that can be implied in our daily life.

We would like to convey our highest appreciation and special gratitude to our respected lecturer, Sir Mohd Aidil Riduan bin Awang Kader for his guidance and kindness to teach us how to make a good assignment even through online session due to Movement Control Order (MCO). Furthermore, we had a lot of question and things that we do not know how to do, so we need his hand. Without him, this assignment would probably hard to be done. Thank you so much sir for all of your hard work that you do for us.

In the meantime, we would also like to express our appreciation to our family and friends who were being supportive all this while, thank you very much for your support. For the name mentioned or not mentioned that have involve contributing their help and support in completing this business plan report, only Allah could pay your kindness. Last but not least, we hope this assignment will gave a beneficial for us.

EXECUTIVE SUMMARY

EarthBae is a partnership business that manufacturers and sell life wear essentials ranging from shirt, jacket, hijab and basic for men and women. It is located in Selangor, Malaysia and likely to start operating on 4th June 2021. This business is managed by five members in total. The highest position among the partners is general manager follows by admin manager, marketing manager, operation manager and lastly financial manager. Furthermore, every single partner also come up with equal portion of capital amounting to RM120,000 each. As a result, the total business capital for EarthBae is RM600,000.

As for our marketing plan, there are several marketing objectives which one of it are to increase costumer value towards our products since understanding customer value can lead to successful marketing. Creating customer value actually can increases customer satisfaction and the customer experience. Secondly, is to increase sale. In order to increase our sales, we already prepare a plan in launching a new products and new market strategy. In the other words, we are going to increase our productivity to meet out demand. Also, to gain high profit and get at least 10% sales from competitors. In order to gain a higher profit, we are creating products that are unique and something that cannot be imitate by others.

Other than that, in the term of operation plan we want to ensure the operations of the business runs smoothly which mean we will constantly offer incentive to pour staff to work hard, be proactive and work together. Moreover, is to optimize customer satisfaction and fulfil their expectations towards the products since their satisfaction is our top priority. Therefore, we will always maintain customer satisfaction with products and services provided. Lastly is to ensure our business profitable and successful by ensure that our management is always organized and always sensitive about company's finances so we do not face any losses.

In the other hand, for admin plan we want to improve the performance, accountability and consistency of management procedures and systems. That is why every position has their own task and responsibilities in order to achieve organizational goals. In addition, we want to provide high quality staffs with a variety of abilities and knowledge. As you are aware, we are interviewed all of our staff before offer them the work to make sure that they can do well in work. The third one is to provide knowledge about the importance of each employee's commitment to their job since we want our management to operate well.