



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS AND MANAGEMENT

OFFICE MANAGEMENT AND TECHNOLOGY

(BA118)

FUNDAMENTALS OF ENTREPRENEURSHIP

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MADAM NORMILIA BT ABD WAHID

SUBMISSION DATE:

22 JULY 2021

16 JULY 2021

Madam Normilia binti Abdul Wahid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Madam,

Submission of the Business Plan (ENT300)

Attach is the business plan title “**SURPRISE BOX BY US**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Puteri Nuriffah Wadhihah Bt Samsulameri
General Manager

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, Most Gracious, Most Merciful.

Alhamdulillah all praise to Allah because gives us a blessing and strength completing this assignment during Pandemic Covid-19 and Online Distance Learning. We would like to express our sincere gratitude to our lecturer Madam Normilia Bt Abd Wahid for her guidance throughout completing this assignment. Your kindness means a lot to us.

Also, from bottom of our heart we send our love and thanks to our parents and friends without their moral support, we would not get until this success. During this completion we have learned so many things.

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EXECUTIVE SUMMARY

Surprise Box By Us was conducted by Puteri Nuriffah Wadhihah Bt Samsulameri as a sole proprietor. Our company is located at No. 12 Jalan Melawati Seksyen 20, Shah Alam, 40100, Selangor. Other than that, company's vision is to become a well-known Surprise box services with our brand name internationally that brings happiness to someone's day and fulfilled customer's preferences. While for our mission is to provide high – quality product service with an affordable price and trying to fulfill our customer's satisfaction.

Moreover, Surprise Box By Us are managed by Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Each of them has their own objective in order to ensure all the succeed of the company and to achieve company's vision and mission. They are committed with their responsibility and make sure everything goes well as we planned.

Marketing is a department that promotes the products produced by our company and selling the products. In marketing part, we also do some research about the market and advertising. Other than that, we also focus to increase our product sales every month and every year. Our aim in marketing also to keep our business relevant every month. We must constantly sustain our product promotion up to date and consistent.

Operation management is the efficiency and efficacy of operations in supporting and developing the firm's strategic goals. An Operational plan also an organization who responsible to align workflow from the input to output of a product and our service. Furthermore, an operational strategy explains the product's strategic plan for use in operation within a specific operating term.