



اَوْنِيُوْرُ سِيْتِي تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
(BA118 4C)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

**ANIME THEMED GIFT BOXES
UCHIHA BOX**

**PREPARED FOR:
LECTURER NORMILIA BINTI ABDUL WAHID**

PREPARED BY:

FARAH SYAHIRAH ISKANDAR	2019437312
NURNAZRIANI BINTI ROSLE	2019299836
NUR HAIDA BINTI ABDUL HALIM	2019234546
NURQURRATUAINI SUHERMAN	2019211624

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In addition, we also taken help from other people for the preparation of this business plan. We would like to convey our gratitude and special thanks to our friends for their encouraging guidance and willingness to help us in the completion of our business plan. We are truly grateful for what they have offered us.

EXECUTIVE SUMMARY

Uchiha Box is an anime theme gift box that ships all across Malaysia. We sell gift box that includes anime stickers, merchandise, stationery, bookmarks and more all in one box. Our concept is to concentrate on our involvements into animation because we rarely see anyone selling it and we see it as a golden opportunity for us to grow in this market. Anime is a very well-known animation that originated from Japan, where it has been spreading all around the world for the past decades including in Malaysia. As in 2021 there has been a total amount of anime fans here in Malaysia as we could see, every time there is a new release of anime movie or collection it would be a total sold out in a few minutes. This confirms that anime is accepted animation here among the citizens.

Our main target of customers is the one who an avid anime fan because this will gain more anime fans interests when purchasing our product in future since the amount of anime fans has been expending a lot since the pandemic had started. We will be our customer choice as we follow the customers decision on how they want the products be, from the design, pattern and even colour.

The risks that will affect our business is the business competitors and having no customers throughout the promotion. This will make our business as our learning process in order to be in the market, thus it will help us mentally prepare to face the risks and reality in the business world.

This project, Uchiha Box consists of four members whereas Nur Farah Syahirah as our team leader or the general manager. She is an expert when it comes to business marketing and strategy, while all our workers are experienced staffs. We recruited our staffs who are graduated from Business major and they need to have at least 2- or 3-years' experience in business fields.

Business Modal Canvas

The Business Model Canvas Uchiha Box - Word

Que Suherman

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Key Partners 1. Key Partner: - FARAH SYAHIRAH - NURNAZRIANI - NUR HAIDA - NURQURRATUAINI 2. Suppliers Of raw Materials: - Box – Paper box Ceria - Wrapping paper & ribbon – Cutie gift shop	Key Activities (Main Activities) 1. Marketing the product 2. Operation (to ensure the progress running smoothly) 3. Financial 4. Administrative Key Resources 1. Workers (Report page 5) 2. List of Machine & Equipment: printer, iPad, credit card machine terminal (Report page 16) 3. List of Raw Materials: carton box, shredded paper, Sydney paper (Report page 15)	Value Propositions 1. Affordable and lower price. 2. Good quality. 3. A variety of choices. 4. Cute packaging. 5. Surprise delivery service provided.	Customer Relationships 1. Personal assistance: phone, e-mail & social media account. 2. Membership system 3. 24/7 Automated Responses from WhatsApp and Facebook. Channels 1. Online – social media: Instagram and Facebook 2. Offline – Printed media: Banners, posters, flyers, brochures and business cards.	Customer Segments 1. Geographic: People in Kepong 2. Demographic: Teenagers & Adult. 3. Psychographic: People that have an interest and hobbies in anime.
Cost Structure 1. Total Project Implementation Cost a. Total Fixed asset cost – RM12,966 b. Total Working capital – RM105,801 c. Total Other expenses – Y1 RM2,360 Y2 RM1,000 Y3 RM1,000		Revenue Streams 1. Primary income: Sales of Uchiha box 2. Secondary income: Surprise Delivery Services 3. Sales - Year 1 – RM 176,000 - Year 2 – RM 193,600 - Year 3 – RM 216,832 4. Net profit: - - Year 1 – RM 18,124 - Year 2 – RM 35,856 - Year 3 – RM 58,356		

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