



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES (BA111)

BA1115F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

4 SPARKLE

PREPARED FOR:

MISS JOLIN NORSHYME HASHIM

PREPARED BY:

NAME	STUDENT ID
MUHAMMAD FIRDAUS BIN IMRAN	2018652754
NUR NISHA BINTI KAMARULZAMAN	2018239562
NUR AISHAH HIDAYAH BINTI ZAIDI	2018674794
NUR SYUHADA BINTI BAHURI	2018257904
NUR ZULAIKA BINTI ABD GHANI	2018257038

SUBMISSION DATE

19/02/2021

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LETTER OF SUBMISSION

Diploma in Business Studies (BA111)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Pahang

19th February 2021

Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for **4 SPARKLE** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

NUR AISHAH HIDAYAH BINTI ZAIDI
General Manager

EXECUTIVE SUMMARY

Mission

4 Sparkles offers titanium-based and ornament with crystal stone jewellery. Our concept is based on the main seasons in the worlds which are summer, autumn, spring and winter.

Management

4 Sparkles is owned by 5 partners which are Nur Aishah Hidayah, Nur Nisha, Muhammad Firdaus, Nur Syuhada, and Nur Zulaika. All partners will be taking hands-on management roles in the company. In addition, we also hire five workers that can help us to run the business.

Target Market

Our customers are male and women. At our shop, we offer a range of goods and services which include custom their own design, engraved name on the jewellery and shipping to other states.

Company's Uniqueness/ Competitive Advantage

While there are already have similar business in similar industry such as Pandora, Lovisa and Youniq, our company offers the affordable price in exclusive design.

Financial Projections

Based on the size of our market and our defined market area, our sales forecasts for the first year is RM 80,000.00 and we expect a 10% annual rate of growth in the first 3 years.

Start-up Capital or Project Implementation Costs

We require RM 307,890.00 to finance our first year operations. The partners have contributed a total of RM 305,890.00 together.


1. Business Background (Arial 12, BOLD)

4 Sparkles is a retail business that sells titanium-based crystal stone jewellery. The design is based on 4 main seasons which are summer, autumn, spring and winter. Each design is created with a stone that can represent each season. For example, we create a winter flake with the bluestone to represent the jewellery is exclusively designed for the winter edition. The reason that we choose to run a jewellery business because, from our observation, jewellery is a basic fashion accessory that helps to give a little sparkle to people look. It can be as simple as little diamond studs. We also want to enhance the confidence of the wearer.

Table 1.0 Company Background

Name of the Business	4 Sparkle
Business Address	A35, 18, Jalan Putra Square 1, Putra Square, 25300 Kuantan, Pahang
Correspondence Address	A35, 18, Jalan Putra Square 1, Putra Square, 25300 Kuantan, Pahang
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Selling and designing jewellery
Date of Commencement	05.01.2021
Date of Registration	01.01.2021
Registration Number	202103009231
Name of Bank	Maybank
Bank Account Number	

Table 1.2 Logo, Vision, Mission, Objectives and Location

Logo and Motto of the Business	 <p>Because bling is your thing</p>
Vision	Excellent jewellery offerings that create a sophisticated, graceful design and high quality.