



اوپنورسیتی، تیکنولوژی، مابارا
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A N K H A B R A Z
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FACULTY OF HOTEL AND TOURISM MANAGEMENT

HM241 2A3

ANKHABRAZ ENTERPRISE

ENT530 : PRINCIPLE OF ENTREPRENEUSHIP

BUSINESS PLAN

GROUP ASSIGNMENT

PREPARED FOR ;

MISS JACQUELINE

PREPARED BY ;

MOHD KHYRUL BIN ABRAHAM @ IBRAHIM	2017690484
NURUL YASMIN BINTI JAMREE	2017669358
RAZLIAH BINTI ROSLAN	2017690476
M MOHD ANWAR AIZAT SHAH BIN SALASAN	2017690626

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1.0 EXECUTIVE SUMMARY

Ankhabraz Enterprise provides services and also product to the customer. Nowadays, people like to see something different and a thing that can make them stay and still choosing our product. So Ankhabraz Enterprise were create to do what the customer want and try to find a way on how to make them satisfied with our services. We take this opportunity to attract the customer to use our services and buy our product. The services that we provide is clown services and the balloon as the product. The balloon is not just a balloon but we can turn the balloon to the shape of what the customer want for example like flowers, bicycle, butterfly and so on.

Other than that, we also provide a various cookies and a food to the customer. This food we put as a package. That mean, if the customer want the clown services we can offer them with a package. For example, we can offer them package A or package B. Package A is the clown services, balloon and the various cookies. For package B we provide the clown services with balloon, cookies and the food. This package is to attract the customer to use and buy our product.

To make our business known by all people, we have make a facebook page and also instagram. Our facebook page and instagram name are the same which is Ankhabraz Empire. So people can find us and contact us by the page that we have create.

Our target market is all people. This is because our services and product suitable for everyone. Ankhabraz Enterprise goals is want to make the customer happy and satisfied with our services and also to gain more profit to make our company more bogger because we start run our business with a low budget.

2.0 COMPANY PROFILE

2.1 Company profile

Name of company	Ankhabraz Enterprise
Nature of business	Services, catering and others
Industry profile	Partnership
Location of business	Indah Permai kota kinbalu sabah
Date of business commencement	16 October 2017
Factors in selecting the proposal business	1. So many demand because it is an essentials.
Future prospect of business	1. Open new branches in each state in Malaysia.

2.2 Purpose of Business Plan

Purpose of this business plan is to become a guideline in managing our business which act as a blue print for how will we going to operate the business especially for new company like Ankhabraz Enterprise. This business plan may help us maintain our business longer in the market. purpose of creating business plan are:

- To convince the investor by showing our financial strength so that we can easily to seek investors and get a loan for our company to provide funds or other financial institution.
- As a guideline for us in setting, planning, managing, handling and controlling our business everyday in terms of management, financial forecast, budget, strategies, target market and long term goals.

Mission

- Ankh Braz Enterprise mission is to create satisfaction and provide with highest sustainable value out action and decision.

Vision

- Ankh Braz Enterprise vision are made every effort to become the best quality leading service provider to undertake the construction business with sustainable quality and standard.

2.3 Company background

Name of company	Ankh Braz Enterprise
Business address	Indah permai
Correspondent address	Indah Permai, Menggatal, 88450, Kota Kinabalu.
Telephone number	
Form of business	Partnership
Main activity	Services, catering and others
Date of commencement	16 October 2018
Date of registration	3 November 2018 after commencement
Name of bank	Bank Islam
Bank account number	