



**UNIVERSITY TECHNOLOGY MARA
SABAH CAMPUS**

"CANDELA SDN BHD"

**INTRODUCTION OF ENTREPRENEURSHIP
ENT 300**

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TABLE OF CONTENTS

CONTENTS	PAGES
ACKNOWLEDGEMENT	5
1.0. INTRODUCTION	6
2.0. PURPOSE OF BUSINESS	7-8
2.1. BUSINESS BACKGROUND	9
2.2. LETTER OF AGREEMENT	10-14
2.3 LOGO	15-16
2.4 PARTNERS BACKGROUND	17-26
ADMINISTRATION	27
3.0. ADMINISTRATION PLAN	28
3.1. OBJECTIVES	29
3.2. TYPES OF BUILDINGS	30
INFRASTRUCTURE FOR SHOP	
3.3. ORGANIZATIONAL CHART	31
3.4. ADMINISTRATION PERSONNEL	32
3.4.1. TASK AND RESPONSIBILITIES	33-34
3.4.2. REMUNERATION	35
3.5.0. WORK INTENSIVE SCHEME	36
3.5.1 WORKING DAYS	37
3.6. LAYOUT FOR ADMINISTRATION	38-39
3.7.0 OFFICE FURNITURE & FITTINGS	40-42
3.7.1 LIST OF STATIONARY	43-44
3.8. ADMINISTRATION BUDGET	45

MARKETING	46
4.0. MARKETING PLAN	47
4.1. OBJECTIVES	47
4.2. TARGET MARKET	48-49
4.3. COMPETITORS	50-51
4.4. MARKET SIZE	52
4.5. MARKET SHARE	53-54
4.6. SALES FORECAST	55
4.6.1. SALES FORECAST ANALYSIS	56
4.7. MARKET STRATEGIES	57-63
4.8. MARKETING BUDGET	64
OPERATIONAL	65
5.0. OPERATIONAL PLAN	66
5.1. OBJECTIVES	66
5.2. PROCESS PLANNING	67
5.2.1. SERVICE PLANNING	67-68
5.2.2. PRODUCTION PLANNING	69-73
5.3. CANDLE PRODUCTION REQUIREMENT	74
5.3.1. LIST OF REQUIREMENT	75-77
5.4. CAPACITY PLANNING	78
5.4.1. RAW MATERIAL PURCHASE	79
5.4.2. PRODUCTION PER MONTH	80
5.5. MANPOWER PLANNING	81

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5.5.1. SCHEDULE OF REMUNERATION	82
5.6. WORKING HOURS	83-84
5.7. OPERATION LAYOUT	85-86
5.9. OVERHEAD PLAN	87
6.0. OPERATION BUDGET	88
FINANCIAL	89
6.0. FINANCIAL PLAN	90
6.1. OBJECTIVES	90
6.2.0. PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE BUDGET	91
6.2.1 BUDGETS	92-94
6.2.2. DEPRECIATION SCHEDULE	93-96
6.2.3. PRO-FORMA PRODUCTION COST STATEMENT	97
6.2.4. PRO-FORMA INCOME STATEMENT	98
6.2.5. PRO-FORMA BALANCE SHEET	99
6.2.6. FINANCIAL RATIO ANALYSIS	100
6.2.7 GRAPH	101-105
6.2.8 PRO-FORMA CASH FLOW STATEMENT	106



1.0 INTRODUCTION

Business is a basic ways to earn and gain money or income in all kinds of activities. Business can be vary, either products or services. Effectiveness and efficiency would affect the run of a particular business, and profit is the main goals in conducting a business.

We chose to open up this business is because we found that there is lack of candle supply, and most of the products in local area were imported either from the Peninsular Malaysia or outside the country. Candle is an art form that has survived the centuries, borne out of necessity around 200AD. It usually used to illuminate space when there is the absent of light at night and during electrical power failure. Nowadays there are many function of candle, such as: aromatherapy, decoration, event gift, repellent and many more.

The existing of Candêla Sdn Bhd provides all the current needs and wants of the candle today. We gain interest to build up this business after seeking the higher demand of candle not only for personal used as substitute light but for events purposes, for instance birthday party, wedding, religious ritual, candlelight dinner and etc. Other than that, candle which have repellent protection from insect are quite popular among the anti-insect repellent chemical consumers. Meanwhile, candle is semi-solid material that easier to reshapes and mixing with other added quality ingredients according to the desire and creativity of our company and customers to be. In Sabah there are only small amount of candle business and mostly homemade candle for decoration. Besides, the raw materials for making this product are abundance in Sabah. These factors trigger us to bringing the business into reality.