



UNIVERSITI TEKNOLOGI MARA

MACHANG KELANTAN



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CONTENT

INTRODUCTION

- Executive summary.
- Business plan purpose.
- Business/company.
- Background partnership.

ADMINISTRATION PLAN

- Introduction to the organization.
- Organization chart.
- List of administration personnel.
- Schedule of task and responsibilities.
- Schedule of remuneration.
- List of office equipment and supplies.
- Administration budget.

MARKETING PLAN

- Product or service description.
- Target market.
- Market size.
- Competition.
- Market share.
- Sales forecast.
- Marketing strategies.
- List of marketing personnel.
- Schedule of task and responsibility.
- Marketing budget.

OPERATION PLAN

- Operation process.
- Process flow chart.
- Capacity planning-output in unit/operation time.
- Material requirement.
- List of operations personnel.
- Schedule of task and responsibilities.
- Schedule of remuneration.
- Machine and equipment.
- Operation space layout plan.
- Location.
- Operation overhead.
- Operation budget.

CONCLUSION AND RECOMMENDATIONS

APPENDICES

FINANCIAL PLAN

- Project implementation cost schedule.
 - capital expenditures/investment in fixed asset.
 - working capital/monthly expenses.
 - other expenses.
 - contingency allowance.
- Sources of finance schedule.
 - loan amortization (repayment) schedule.
 - fixed asset depreciation schedule.
- Perform financial statements.
 - perform cash flow statement.
 - perform trading account.
 - perform profit and loss account.
 - perform balance sheet.

Diploma in Fine Art
Mara University of Technology,
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18500 Machang,
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NIK NOR HASIMAH BT NIK ISMAIL
Entrepreneur's Lecturer (ETR 300),
Mara University of Technology,
Campus of Machang,
18500 Machang,
Kelantan.

20 October 2008

Dear Sir,

Entrepreneurship Business Planning

Refer to the above subject, we are required to submit our Business Planning project to you as apart of the fulfillment of the requirement for the ETR 300 course. We have already completed the project within procedure and statutory that have been given to us.

2. We all agree to do an embroidery business that we have planned. Our company name is 3S. We choose this business because we think that it has a potential according to the research that we have made along this planning period.

3. For your information, we need your approval on our submission of this business plan. We would like to record our thanks and appreciations to our lecturer Haji Mohd Zahari bin Yusoff for guidance and co-operation that helps us to accomplish this project. We sincerely hope that you will satisfy with the proposed business plan.

Thank you.

You're sincerely,

MD FIRDAUS MD NAWI,
GENERAL MANAGER.
MANAGER

FAREEZ MOHD FADLY,
ADMINISTRATION

NOR HALIZA ABDULLAH,
MARKETING MANAGER.

SITI MUNIRAH MAHAYAD DIN,
OPERATION MANAGER.

NIK MUHAMMAD SYAFIQ MAHMUD,
FINANCIAL MANAGER.

EXECUTIVE SUMMARY

Company name: 3S

Nature of business: Town

Industry profile: 3S is a company that evolve in supplying and selling embroidery products . the products that we produce are towels, surveniers and we also take the costumers booking for name tags, cap and others.

Location of business: No.10,Bangunan Mara,
18500 Machang,
Kelantan Darul Naim..

Date of business: 1stSeptember 2008.

Factor in selecting the proposed business:

- Very large market size either in local or worldwide
- There is less competitors by the public and private sector.
- Interpret more business opportunities.
- Knowledge, skill and interest posses by the partners of 3S in the industry.

Future prospect of the business:

- Enable establishment new small business opportunities.
- Job opportunities for the local community.
- Contribute to Research and Development (R&D) in textile industry, textile technology, Interior design and textile study.
- Generate Malaysian economy in textile industry.