

FACULTY OF COMMUNICATION AND MEDIA
DIPLOMA IN COMMUNICATION AND MEDIA STUDIES
UNIVERSITI TEKNOLOGI MARA

ENTREPRENEURSHIP
ETR 300



BUSINESS PLAN

PREPARED FOR

PROFESSOR MADYA HJ BAHARUDIN ISMAIL

PREPARED BY

NUR AZWA BT IBRAHIM	2002450661
SITI MARIAH BTE BAHARUDIN	2002450693
NORHUDA BT SULIEMAN	2002667760
NUR FARHANA BT ABDUL MANAN	2002449872
NOR DALILA BT SAIDINA OTHMAN	2001425259
SITI AISHAH BT NOOR	2002273518

CLASS 5A

DATE OF SUBMISSION 30 SEPTEMBER 2004

Butik Citra Anggun Sdn Bhd
No 28 Jalan Bandar 13
Pusat Bandar Puchong
47100 Puchong
Selangor

Professor Madya Baharudin Ismail
ETR Lecturer
Universiti Teknologi MARA
40450 Shah Alam
Selangor.

30 September 2004

Sir,


Submission of Business Plan

According to the matter above, we at Butik Citra Anggun Sdn Bhd are sending of our business plan which we have completed for you for the evaluation and making justification.

2. Our Business Plan that has been prepared is involve in tailoring service which can serve the community in making traditional clothes.
3. We hope that our Business Plan will get the best consideration from you.

Lastly, a great thankful for your justification and evaluation for this Business Plan.

Thank You,


.....

(NUR AZWA BTE IBRAHIM)

2002450661


.....


(SITI MARIAH BTE BAHARUDIN)

2002450693


.....


(NORHUDA SULIEMAN)

2002667760


.....

(NUR FARHANA BTE ABDUL MANAN)

2002449872


.....

(SITI AISHAH BTE NOOR)

2002273518


.....

(NORDALILA BTE SAIDINA OTHMAN)

2001425259



**Universiti
Teknologi
MARA**



Pusat Pembangunan Usahawan Malaysia
Blok MEDEC (13)
Intekma Resort & Convention Centre
Seksyen 7, 40000 Shah Alam
Selangor, Malaysia
Tel: 603-55225466/55225461
Faks: 603-55225467

Tarikh : 19 Julai 2004
Rujukan : 500-MEDC (15/2/1)

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

PER : ASAS KEUSAHAWANAN (ETR 300)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar Fakulti Komunikasi dan Pengajian Media yang sedang mengikuti matapelajaran Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) - UiTM pada semester ini.

Salah satu daripada syarat di dalam mata pelajaran tersebut ialah pelajar-pelajar dimestikan menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

- | | | |
|----|------------------------------|------------|
| 1. | Nurfarhana bt Abd Manan | 2002449872 |
| 2. | Siti Mariah bt Baharudin | 2002450693 |
| 3. | Nur Azwa bt Ibrahim | 2002450661 |
| 4. | Norhuda bt Sulieman | 2002667760 |
| 5. | Nor Dalila bt Saidina Othman | 2001425259 |
| 6. | Siti Aishah bt Noor | 2002273518 |

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Terima kasih.

Yang benar

PROF. MADYA HJ. BAHARUDIN ISMAIL
Pensyarah MEDEC

TABLE OF CONTENTS

ITEMS	PAGE
ACKNOWLEDGEMENT	1
INTRODUCTION	2
PURPOSE OF BUSINESS PLAN	3
BACKGROUND OF BUSINESS	4
LOCATION OF BUSINESS	5-6
LOGO AND TRANSLATION	7
BACKGROUND OF SHAREHOLDERS	8-13
ADMINISTRATION PLAN	
• Introduction	14
• General Business Description	15
• Organization Chart	16
• Job Designation and number of workers	17-18
• Schedule of Remuneration	19-20
• Job Description	21-25
• Office Layout	26
• List of Office Equipment	27

• Administration Budget	28
MARKETING PLAN	
• Introduction	29
• Service Concept	30-31
• Target Market	32-33
• Market Size	34
• Competitors	35
• Market Share	36-39
• Sales Forecast	40
• Marketing Strategies	41-44
• Marketing Budget	45-46
OPERATIONAL PLAN	
• Introduction	47
• Operation Process	48-51
• Process Flow Chart	52-55
• Operation Time	56
• Capacity Planning	56
• Materials Requirement	57-58
• Machine and Equipment	59-60
• Suppliers	61
• Operation Space Layout	62-63
• Operation Budget	64-66
FINANCIAL PLAN	
• Introduction	67

• Project Implementation Cost Schedule	68
• Sources of Finance	69
• Table of Depreciation	70-73
• Loan Amortization Schedule	74
• Hire Purchase Repayment Scheme	75
• Proforma Cash Flow Statement	76
• Proforma Income Statement	77
• Proforma Balance Sheet	78
• Forecasted Performance	79
• Financial Ratios	80
CONCLUSIONS AND RECOMMENDATION	81
APPENDICES	