



اَللّٰهُمَّ صَلِّ وَسَلِّمْ وَارْحَمْنَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA IN SPORT STUDIES (SR115)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SHAAF JACK LIGHT ENTERPRISE

JACKLIGHT

PREPARED FOR:

Dr. AZLIN SHAFINAZ MOHAMAD ARSHAD

PREPARED BY:

- | | |
|--------------------------------------|-------------------|
| AZWA NADIA BT MAT ASRI | 2014846402 |
| NURUL ATIQAHT BT ABU TALIB | 2014468432 |
| NOR HASANAH HAYATI BT JAMIL | 2014820204 |
| ELLY SYAHIRA BT ROSLI | 2013204298 |
| EARMA NUR FARQAH BT MOHD OMAR | 2013621248 |

EXECUTIVE SUMMARY

Vision: The SHAAF Jacklight Enterprise vision is to inspire its employees to be the best they can be. We will engage in sustainable practices and anticipate the needs customer. We will maximize return to stockholder while still maintaining quality in our products and to be one of the biggest names in industry food in our country.

Company Background: Our business name is SHAAF Jacklight Enterprise. "SHAAF" means that combine our group member names. The idea for the business name is created by the partners.

Products: This jacket supplied to other shop and individual. This jacket helps people increase their safety in their life. This jacket also multipurpose that can easier the user who buy it.

Markets: Market target of our products is located at Perlis, Kedah, Pulau Pinang and Perak. In Kedah, we distribute our product at Kuala Nerang, Pendang, Jitra and Bagan Serai district while in Perak, we target our market at whole area. We choose these areas because we believe that our product will have higher demand.

Distribution Channels: We have distributed our product to local retailers at Perlis, Kedah, Pulau Pinang state whereas at Perak are situated at whole area.

Manufacturer → Wholesaler → Retailer → Consumer

Competitors: We have some competitors that already exist in the market such as Al-ikhsan, Brands Outlet and Deuter Hiking Sport.

Financial Projections:

	Year 1	Year 2	Year 3
Profit (RM)	71,395	132,041	268,956

Operational: We expected to produce 5,520 units of product per month. Total operation cost for the operational is RM66,240.00. Cost to produce one unit of the Jacklight is RM 49.50.

Industry: IKS product

Number of Employees: 150

Financing Source: We get financing source from bank loan amounting to RM200,000 and contribution from the partners amounting to RM150,000.

Use of Funds: We use the funds from the loan and partners' contribution to support our first production expenses due to the lack of capitals on our side. We also planned to use the money for the purpose of product development.

ACKNOWLEDGEMENT

First of all, thanks to dear lord, Allah SWT for giving us the strength and patience to finish this business plan.

We are also would like to extend my sincere gratitude to my lecturer, Dr. Azlin Shafinaz Mohamad Arshad for his existence and guidance towards to the progress of this business plan. Dr. Azlin Shafinaz Mohamad Arshad has patiently monitoring our progress and guided us in the right direction and offering encouragement. Obviously, the progress we had now will be uncertain without his assistance.

TABLE OF CONTENTS

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

PARTNERSHIP AGREEMENT

TABLE OF CONTENT

1 INTRODUCTION

- 1.1 Name Of Business
- 1.2 Company Logo And Description
- 1.3 Industry Profile
- 1.4 Location Of The Business
- 1.5 Date Of Business Commencement

2 PURPOSE

- 2.1 To evaluate the project viability and growth potential
- 2.2 To apply for loans or financing facilities from the relevant financial institutions
- 2.3 To Act As A Guideline For The Management Of The Proposed Business
- 2.4 To Allocate Business Resources Effectively
- 2.5 To Maintain The Focus Of The Business
- 2.6 Help To Achieve Gold
- 2.7 Outline Roles And The Responsibilities
- 2.8 Help To Manage Business And Work Effectively Toward Its Success

3 BUSINESS BACKGROUND

- 3.1 Vision and Mission
- 3.2 Organizational Chart

4 BACKGROUND OF PARTNERSHIPS

- 4.1 General Manager
- 4.2 Administration Manager
- 4.3 Marketing Manager
- 4.4 Operation Manager
- 4.5 Financial Manager