

**BUSINESS PLAN**  
**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**



**UNIVERSITI TEKNOLOGI MARA (UiTM)**

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## **EXECUTIVE SUMMARY**

Maruni Enterprise is offers the wooden – based furniture. We also providing the variety of furniture design that lead to customer want, so that it can give customers satisfy with it. We use medium density fiberboard (MDF) as our material at the surface of the table to make it look exclusive.

The target market that we focus is customer from lower and middle class who wants to get the product with the affordable price. We also target the company whether small or big company if they require some furniture to complete their business. It is help them to save their cost in purchasing furniture at affordable price. Maruni Enterprise also providing the delivery services of our product to customer's homes if they busy working, so that it can save their time.

Next, the specialty of our product is that we focus on the manufacture of wood-based furniture. The types of wood that we usually use to manufacture our product like Mahogany, Walnut, Red Oak, Teak, and Fir. All of the wooden that we use is actually high quality.

There are a few reasons why we choose this business. Firstly, we want to reduce the space at use in the living room and bed room. This is to make sure our stuff will not be messed up. Next, we can put our stuff like picture frame, vase with flower, and table lamp in efficient way. It is make our living room and bedroom look neat and exclusive. Lastly, it table can use to keep the books or any documents easily. It is suitable to the bedroom that have tight of spaces.

## 1.0 INTRODUCTION

### 1.1 ORGANIZATION BACKGROUND.

NAME OF THE ORGANIZATION	MARUNI ENTERPRISE
BUSINESS ADDRESS	JALAN PERUSAHAAN 9 , MERGONG BARRAGE INDUSTRIAL PARK, 05000, ALOR SETAR, KEDAH.
WEBSITE	<a href="http://WWW.MARUNI.COM.MY">WWW.MARUNI.COM.MY</a>
E-MAIL ADDRESS	marunienterprise@gmail.com
TELEPHONE NUMBER	04-7331551
MAIN ACTIVITY	MANUFACTURING TABLE
DATE OF COMMENCEMENT	9 DECEMBER 2019
DATE OF REGISTRATION	9 SEPTEMBER 2019

## 1.2 ORGANIZATION LOGO/MOTTO



### PRODUCT LOGO.

Red: violence, love and passion.

- Red means being more energetic and powerful.

Black: power, elegance and formality.

- Black means the elegance of our product.

White: purity, cleanliness and virtue.

- It is show convey cleanliness and simplicity.

Olive green: the natural world.

- It is mean eco-friendly environment.

### VISION

To continue creating wood furniture recognized as the “Global Standard”.

### MISSION

- Working under the concept “Industrializing Craftsmanship”, we strive to refine our developmental abilities to give physical form to wonderful designs and to perfect the