



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



PREPARED BY:

NAME : AMIESYA SOFINA BINTI MOHD FUAD
STUDENT ID : 2018681022
CODE PROGRAMME : AP114
FACULTY : FACULTY OF ARCHITECTURE, PLANNING,
AND SURVEYING
SEMESTER : SEMESTER 4
PREPARED FOR : MADAM NUR HAZWANI BINTI ZOLKIFLY
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TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY.....	1
2.0 BUSINESS DESCRIPTION.....	2
3.0 OWNER DESCRIPTION.....	3
4.0 PRODUCT DESCRIPTION.....	4
5.0 ORGANIZATIONAL / ADMINISTRATIVE PLAN.....	5-8
5.1 ORGANIZATION CHART.....	5
5.2 MANPOWER PLANNING.....	5
5.3 SCHEDULE OF TASKS AND RESPONSIBILITES.....	5-6
5.4 SCHEDULE OF REMUNERATION.....	6
5.5 LIST OF OFFICE EQUIPMENT.....	7
5.6 ORGANIZATIONAL / ADMINISTRATIVE BUDGET.....	8
6.0 MARKETING PLAN.....	9-12
6.1 CUSTOMERS (TARGET MARKET).....	9
6.2 SALES FORECAST.....	9
6.3 MARKETING STRATEGIES.....	10-12
6.4 MARKETING BUDGET.....	12
7.0 OPERATION PLAN.....	13-14
7.1 MATERIAL REQUIREMENTS.....	13
7.2 MACHINE AND EQUIPMENT.....	13
7.3 OPERATION BUDGET.....	14
8.0 FINANCIAL PLAN.....	15-16
8.1 PROJECT IMPLEMENTATION COST SCHEDULE.....	15
8.2 SOURCES OF FINANCING SCHEDULE.....	16
9.0 CONCLUSION.....	17
10.0 APPENDICES.....	18

1.0 EXECUTIVE SUMMARY

Zephyr.Co is a company that provides a full range of services with the highest design quality in the world, and expect to be developing aroma products to designing spaces that possess natural scents. The concept of the company is to let people admire the qualities of natural fragrances, draw out the latent powers, helps people with anxiety, to calm themselves, and most important thing, every production of the product is environmentally friendly.

The product that we serve are personal automatic home diffuser together with essential oils where the customer may purchase it either by buying the whole set or buying them separately. The personal automatic home diffuser bottle is made with the most durable and high-quality materials while the essential oils are made from premium natural scent that comes from a variety of flowers and fruits.

Through some observation, we can summarize that there are a few categories that suit to be our potential customers. Among them are based on gender and age, by customer's income, by customer's lifestyle preference, and lastly, by purchasing cycle. These individuals are the customers who are most likely to use this company's products and services.

No exception, this kind of business also have their own competitive advantage. For Zephyr.Co, valued price is one of the advantages. This company is providing a product that is basic but serves the purpose well. Another one is, premium offer. Zephyr.Co provide a product that offers desirable benefits to dearest customers. Lastly, custom made solutions where the company draws on its expertise and assembles resources to provide a unique solution to the problem.

Undeniable, Zephyr.Co has the ability to gain sufficient profit to ensure our business continues to roll without any issues. All the profit we gained is what we got after all the expenses directly related to the production of our products have been paid. A sufficient profit will be used to upgrade the diffuser's quality itself to ensure our customer is satisfied with the result.

2.0 BUSINESS DESCRIPTION

My company's name is Zephyr.Co which can be defined as soft smooth, and gentle breeze. Zephyr.Co is a company that focuses on the supply of automatic home diffusers that combine a few essential oils in one. The reason why I chose to start this business is to provide a full range of services with the highest design quality in the world, and these services extend from developing aroma products to designing spaces that possess natural scents.

2.1 Company Background

Name of The Business	Zephyr.Co
Business Address	Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur
Website/E-Mail Address	Zephyr.co.my
Telephone Number	03-5566 0102
Form of Business	Sole Proprietorship
Main Activities	Produce a very high-quality diffuser
Date of Commencement	January 2021
Date of Registration	December 2020
Name of Bank	Maybank Berhad
Bank Account Number	557951268437

2.2 Organization Logo/Motto



Mission
We are providing a full range of services with the highest design quality in the world, and these services extend from developing aroma products to designing spaces that possess natural scents.
Vision
To be a leading company in creating a new aroma culture and a future of accessible aroma spaces.

3.0 OWNER DESCRIPTION



Name of Owner	Amiesya Sofina Binti Mohd Fuad
Identity Card Numbers	000902-10-0458
Permanent Address	No. 104, Jalan Pinang Siri, 18/3, Section 18, Shah Alam, 40200, Selangor
Correspondence Address	No. 104, Jalan Pinang Siri, 18/3, Section 18, Shah Alam, 40200, Selangor
E-Mail	amiesyas@gmail.com/amiesyas@icloud.com
Telephone Number/Fax Number	014 228 2575
Date of Birth	2 nd September 2000
Marital Status	Single
Academic Qualification	Master of Business and Management
Course Attended	Business and Management
Skills	1. Management Skills 2. Leadership 3. Interpersonal Skills
Experiences	Operated autonomously in business, such as strategic planning, operations, merchandising, and marketing for online store; proficient in customer relations, brand positioning, revenue growth, financial management, driving operational excellence, business development.
Present Occupation	Owner of Zephyr.Co
Previous Business Experience	I was an owner of small shop selling antique decoration for home for the past 5 years and was responsible for 4 employees