



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF CHEMICAL ENGINEERING**

**DIPLOMA IN CHEMICAL ENGINEERING (EH110)**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**NAFAS.CO**

**PICO PAINT**

**PREPARED FOR:**

**MDM THAHIRA BIBI BINTI TKM THANGAL**

**PREPARED BY:**

<b>MOHD. NAJIB BIN KAMARUDIN</b>	<b>2016800984</b>
<b>NIK AHMAD FAISAL B. NIK MOHD AZLIN SHAH</b>	<b>2016800434</b>
<b>ARIF AMANI ANWAR B. KHAIRIL ANUAR</b>	<b>2016800472</b>
<b>SAHIM WAFIY B. MOHAMAD RAZLI</b>	<b>2016698312</b>
<b>MUHAMAD AZRUL AIZAD B. MOHAMED SAADUN</b>	<b>2016800888</b>

## ACKNOWLEDGEMENT

NAFAS.CO gratefully acknowledges the important contributions and guidance provided by the members:

- Mohd. Najib Bin Kamarudin(General Manager)
- Arif Amani Anwar Bin Khairil Anuar(Operating Manager)
- Muhamad Azrul Bin Mohamed Saadun(Marketing Manager)
- Sahim Wafiy Bin Mohamad Razli(Human Resource)
- Nik Ahmad Faisal Bin Nik Mohd Azlin Shah(Financial Manager)

Without great support of lecturers, it would not be possible to write this business plan proposal. The lecturers has always been very responsive in providing necessary informations and without their generous support plan would lack in accurate informations on current developments.

We also owe acknowledgement to our family for their support in no matter what we do.

# TABLE OF CONTENTS

LETTER OF SUBMISSION	3-4
ACKNOWLEDGEMENT	5-6
TABLE OF CONTENT	7-8
EXECUTIVE SUMMARY	9-10
1 INTRODUCTION	11-12
1.1 Name of Business	
1.2 Nature of Business	
1.3 Industry Profile	
1.4 Location of the Business	
1.5 Date of Business Commencement	
1.6 Factors in Selecting the Proposed Business	
1.7 Future Prospects of the Business	
2 PURPOSE	13-14
3 BUSINESS BACKGROUND	15-17
4 BACKGROUND OF PARTNERSHIPS	18-23
5 LOCATION OF BUSINESS	24-26
6 MARKETING PLAN	27-36
7 OPERATIONAL PLAN	37-45
8 ADMINISTRATION PLAN	46-50
9 FINANCIAL PLAN	51-68
CONCLUSION	69-70
APPENDICE	71-72
PARTNERSHIP AGREEMENT	72-76

## EXECUTIVE SUMMARY

Development of Pico Paint began in January of 2016 and the first version was released on February 2016 . It was developed to significantly improve the way today's workforce manages projects. With the rapid usage, the product offers many advantages to small project manager or event manager , as well as the thousands of other people who do painting works in their daily life or in project/event.

Pico Paint will be positioned as a helpful tool that enables people to do painting works onto small object without wasting paint . This product is also convenient to use because of it size. There is currently no other company that produces this type of paint spray with this small size .

It will be packaged and sold in retail markets where paint are sold, sold through our booth, sold via our own website NAFAS.com.my, sold via targeted direct mail campaigns, and also sold through cooperative education institution.

The potential market for the product is very promising. This is because the high demand in using paint especially among students, artist, painters and etc. Our company estimated 1000 units will be sold in the market.

The Management Team members have strong backgrounds in Business Management, and Accounting. The general manager was once who experienced in business for open up a fruit stall in chow kit, the VP of Product Development was formerly the kitchen manager in McDonald franchise in Batu Pahat, the VP of Finance was previously a manager for a shoe boutique in KLCC, and the VP of Marketing was formerly an event manager in such big running events in Malaysia.

## 1. Introduction

Our company's name is NAFAS Enterprise. Our business is made to focus to especially students project framework. We have registered our company on 31 August 2019. Our business' date commencement is on 31 September 2019. Our company sells Pico Paint to reduce burden that students facing while doing their project. Our project is made up from a mixture of 50 mL of acrylic paint with 50 mL of water which widely used to spray paint onto a small surface area object. There are a few reasons why we chose this particular business. The first reason is there are no other product like ours in Malaysia's market yet. The second reasons is we ease our consumer's work in doing their project work.