



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN

DIPLOMA IN CERAMIC

(AD115)

AD1154C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS PLAN

-REPORT-

PREPARED FOR:

MADAM NUR HAZWANI BINTI ZOLKIFLY

PREPARED BY:

MUHAMMAD AMIR ASYRAAF BIN ROSLAN 2018652028 AD1154C

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Executive Summary

VaseLamp Pottery Sdn. Bhd. began in 17 May of 2020 and the first product design was introduced and sold to people in 16 June 2020. This company was established at Kuala Lumpur, Malaysia and was owned by Muhammad Amir Asyraf Bin Roslan. Our company's concept is producing products according to modern-day design. Our company tries to solve people's problems about how to decorate their home/place with affordable and simple products.

VaseLamp Pottery was a private limited company that sold a new type of interior decoration product. As we know, people today are more into a minimalism decoration; they always want something that is multifunctional because most of the people in the city live in a small house or apartment that has minimal space. Our company decided to make a multifunctional product that can fit with any modern interior design and have a very simple design to it. The product is a vase lamp, which is a product that combines a vase and a lamp. This product can be used in daylight as decoration and at night as a lamp. My company, which is VaseLamp Pottery, is a company that focuses on vase lamp production with a variety of designs that follow the trend over time.

I decided to make a ceramic/pottery product company as my business because in Malaysia there are not many companies that produce products made of ceramic; people are more focused on plastic products and the lack of competitors in this business can increase my market potential. Our company was built in the city, so one of our target markets was based on geographic segmentation, which means we target customers around the place/city. Then, our profitability is highly dependent on the population of people that live in the city, so the chances of getting many customers are higher. This is one of our strategies in marketing our company.

Next, our company also has a very capable management team that has many experiences in handling and managing the business. So, I can say that our company has a very good team and stable financial management that can grow/expand our business in the future.

1.0 Business Descriptions

The name of my company was **VaseLamp Pottery Sdn. Bhd.** The named itself derived from the product that my company produce which is the vaselamp (ceramic pottery) the combination of vase and lamp. This company was established at Kuala Lumpur, Malaysia. So, in this company we provide or made the ceramic decoration product which is a multifunctional product that suitable for the people that lived in city and was created for the modern civilization.

The factor of why I am choosing to do this business because the lack of competitor of this product. This vaselamp product was my new kind of decoration product that I want to sell to the others it is like an innovation that was created to suit with modern lifestyle. The next factor was to solving problem for people that lived in the city to decorate their home to become simple but beautiful. This product was created to fit with any kind of modern interior house design and it very useful for people that lived in small house. Next, to fulfil the customer desire to create an elegant interior decoration but with affordable price. As we all know that ceramic product is quite expensive so one the reason that our company were made is to make a pottery that affordable to all.

1.1 Company Background

Name of the Organization : VaseLamp Pottery Sdn. Bhd.
Business Address : Jalan Prisma, 41200 Kuala Lumpur, Malaysia
E-mail address : vaseLamp@gmail.com
Telephone Number : 011-38589336
Form of Business : Private limited company
Main Activities : Produce And Selling Vaselamp (pottery)
Date of Commencement : 16th June 2020
Date of Registration : 17th May 2020
Name of Bank : Maybank
Bank Account Number : 152936528956

2.0 Owner Description



Name of Owner	Muhammad Amir Asyraaf Bin Roslan
Identity Card Number	001204-07-0305
Permanent Address	No.1756, Taman Lawa, Jalan Prisma, 41200 Kuala Lumpur, Malaysia.
E-mail	AmirAsyraaf20@gmail.com
Telephone Number	011-28489336
Date of Birth	4 th December 2000
Marital Status	Single
Academic Qualification	Diploma in Art and Design (Ceramic) and Degree in Business Management
Skill	<ul style="list-style-type: none">-Skilled in product design-Master in ceramic forming-Have knowledge in pottery handling-Know how to manage small business
Experiences	<ul style="list-style-type: none">-Has been working as potter at Ali Ceramic Studio-Became a tutor for ceramic class.