



اَوْنِفُورِيسِيْتِي تِيكِنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

HikariNeko Sdn. Bhd

PREPARED BY :

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PROJECT TITLE : BUSINESS PLAN REPORT

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EXECUTIVE SUMMARY

My business is conceptually stylish, but simple and looks rich so I use international languages such as Japanese as my company and my product name. I created a business like this because most women's pads are designed to be uncomfortable and unsafe as they are made of waste materials such as paper and chemicals like plastic. That is why I created the company mission is "We will strive to ensure that our customers are satisfied with the commitment and attitude we give to our customers and ensure that our products are quality products and guarantee customer satisfaction" and the vision is "To create a better everyday life for the many people." because it is based on my company's opening factors. HikariNeko sells and provides a wide range of products and services. Our top priority product is Akaichi Pad. Akaichi Pad is very special as it contains negative ion gels which can bleed. HikariNeko also provides language-friendly, polite agents and caliber. The service we place on the Akaichi Pad is a demonstration service of 'How to wash the Akaichi Pad and the advantages and differences between Akaichi Pad and other brand pads'.

Then, I will introduce my reliable workers, Administrative Manager Nur Athirah Bt Aznan, Marketing Manager Nur Farisha Shahirah Bt Shahrul Azmi, Operation Manager Nurul Syahirah Bt Muhd Rashidi, Production Worker Syafiqah Bt Mohamad, Finance Manager Admirol Haqimie Bin Mohd Fauzi. I put my salary in line with the position they were in. My target audience is mainly for women between the ages of 12 and 50. It's because my company is young, so I only focused on sales in Kuala Lumpur and Selangor. After calculations, only 4% of contacts became customer base in both areas. Since the other brand pads cost RM15 - RM19 and are expensive though made from waste so I put RM26 for one Akaichi Pad in all sizes. So based on the difference in the price of other brands and my brand, my profit is only 16% of the uniqueness of this pad. Like people say 'it is expensive as long as it is quality'.

HikariNeko will use the distribution method from Manufacturer to Stockists to Consumer as its main distributor. HikariNeko uses modern methods to expand the business and popularity of Akaichi pads. Promote products through advertising on social media such as Instagram and Youtube, radio, internet (Website), business cards and television. Promotional sales methods such as P.O.P, premiums, sweepstakes and samples. Public relations benefits such as charity, a Q&A interview with the founder, share news about the jobs I creating, enter and win awards and look for awareness days relevant to my business. My last method of marketing strategy was personal selling like face-to-face demonstrations with customers.

1.0 BUSINESS DESCRIPTIONS

a) **Name of the company:** HikariNeko Sdn Bhd

b) **Factors in selecting the proposed business:**

- Most of the pads exist are not safe for women`s intimacy
- To ensure the health of women
- High Demand

1.1 Company Background

a) **Name of the Organization:** HikariNeko Sdn Bhd

b) **Business Address:** Lot 52,Level G5@Publika Shopping Mall Jalan
Dutamas 1,Sri Hartamas 50480 Kuala Lumpur.

c) **E-mail address:** nurhafizah312@yahoo.com

d) **Telephone Number:** 016-5923024

e) **Form of Business:** Private Limited Company

f) **Main Activities:** Providing a safe pad woman through stockists and online sales
as well.

g) **Date of Commencement:** December 2020

h) **Date of Registration:** November 2020

i) **Name of Bank:** Maybank

j) **Bank Account Number:** 0808022215150

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Nur Hafizah Binti Mohamad Sahabuddin
Identity Card Numbers	000810080226
Permanent Address	No.34,Batu 4 Kg Sg Korok,32800,Parit Perak
Correspondence Address	No.34,Batu 4 Kg Sg Korok,32800,Parit Perak
E- Mail	nurhafizah312@yahoo.com
Telephone Number/Fax Number	016-5923024
Date of Birth	10 th August 2000
Marital Status	Single
Academic Qualification	Diploma Seni Reka & Seni Lukis
Course Attended	Intimacy health courses Sewing courses Design courses
Skills	Sewing and design
Experiences	Promoter
Present Occupation	To be a cashier at the small shop
Previous Business Experience	Business Night Market