



FromMe2u Doorgift Sdn. Bhd.

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN**

**PREPARED BY:**

**FACULTY & PROGRAMME** : ACADEMY OF CONTEMPORARY ISLAMIC STUDIES (ACIS)  
DIPLOMA OF HALAL MANAGEMENT  
**SEMESTER** : MARCH 2020 - JULY 2020  
**NAME** : NURIN NADHIRAH BINTI ABDUL RAHIM  
**STUDENT ID** : 2018431986  
**GROUP** : IC1204B2

**PREPARED FOR:**

ASIAH BINTI ALI

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## **EXECUTIVE SUMMARY**

Business plan is a guideline for day-to-day management of the business. It also distributed business resources more effectively. At the same time, the business plan also gives a personal image of the entrepreneur because it can be used as evidence to stakeholders that this business idea can be successful with the serious commitment given by the entrepreneur herself. Business planning is very important before starting a business to facilitate the movement of this business.

FromMe2u Doorgift Sdn. Bhd. is a sole proprietorship company where focus on selling door gifts to the public. Besides general manager, this company assisted by other employees to ensure business management runs smoothly and controlled. As a general manager, at the initial stage of this door gift business, I set and targeted the target market in terms of location and customer segmentation. In addition, look also at competitors who are in the same market share.

The specialty of this business is we use two types of approaches in the local market, namely through face-to-face business and also use social media platforms to expand business throughout Malaysia. In addition, my business also makes a difference with other competitors where produce 3 types of packages where Package A, Package B and Package C. It can make it easier for customers without having to buy separate items and take time for packaging process to be placed in a door gift bag.

For the financial plan, I have plan for the sales forecast goal for the 5 years from 2020. The main source of this business is come from my own capital and also loan. I am believe that good planning in this financial part, allows me to find more funds to develop this business to the next stage in business which is growth stage after my own product satisfies Malaysia's market.