



**LOBYARD**

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

**PREPARED BY:**

**FACULTY : ACADEMY CONTEMPORARY OF ISLAMIC STUDIES**

**SEMESTER : SEMESTER 4**

**NAME : MUHAMMAD FARIS DANIAL BIN MOHAMAD FAUZI**

**ID : 2018428132**

**GROUP : IC120 4B2**

**PREPARED FOR:  
MADAM ASIAH BINTI ALI**

**SUBMISSION DATE :**

**20 JULY 2020**

# Table of Contents

1.0	INTRODUCTION.....	1
1.1	Introduction to the business.....	1
1.2	Purpose of business plan.....	2
1.3	Company background .....	3
1.4	Partner background .....	4
1.4.1	General manager.....	4
1.4.2	Marketing manager.....	6
1.4.3	Financial manager .....	8
1.4.4	Operational manager.....	9
1.4.5	Administration manager.....	10
1.5	Business location.....	11
2.0	ADMINISTRATIVE PLAN.....	12
2.1	Introduction to the organization .....	12
2.1.1	Vision .....	12
2.1.2	Mission.....	12
2.1.3	Objectives .....	12
2.1.4	Business address .....	13
2.1.5	Location plan.....	13
2.1.6	Building .....	14
2.1.7	Infrastructure .....	14
2.2	Organizational structure.....	15
2.3	Administrative manpower planning.....	15
2.4	Schedule of task and responsibilities .....	16
2.5	Schedule of remuneration.....	17
2.6	Office furniture and fitting .....	18
2.7	Office equipment .....	19
2.8	Administration budget .....	19
3.0	MARKETING PLAN.....	20
3.1	Marketing objectives.....	20
3.2	Product description.....	20
3.3	Target market .....	21

3.3.1	Geographic.....	22
3.3.2	Psychographic .....	22
3.3.3	Demographic.....	22
3.4	Market trend and market size .....	23
3.4.1	Market size.....	23
3.4.2	Market share .....	24
3.5	Competitors .....	24
3.6	Sales forecast .....	25
3.7	Marketing strategies .....	26
3.7.1	Product strategies .....	26
3.7.2	Pricing strategies .....	26
3.7.3	Distribution strategies .....	27
3.7.4	Promotion strategies .....	28
3.8	Schedules of task and responsibilities.....	30
3.9	Marketing personnel.....	30
3.10	Marketing budget .....	31
4.0	OPERATIONAL PLAN .....	32
4.1	Process planning .....	32
4.1.1	Flow chart of receiving raw material process .....	32
4.1.2	Flow chart of receiving larvae process .....	32
4.1.3	Flow chart of day by day operations .....	33
4.1.4	Flow chart of harvesting, packaging and labelling process.....	34
4.1.5	Flow chart of delivery process .....	35
4.1.6	Production symbols .....	35
4.2	Operation layout.....	36
4.3	Production planning.....	37
4.4	Material planning.....	38
4.4.1	Raw materials.....	38
4.4.2	Bill of materials.....	38
4.4.3	Material requirement schedule .....	39
4.4.4	Raw material supplier .....	40
4.5	Machine and equipment planning.....	41
4.6	Schedule of task and responsibilities .....	42

## **EXECUTIVE SUMMARY**

LOBYARD SDN BHD offers the best Lobster that are produce from the backyard of our for house to the customer, we providing the high quality, fresh, clean, pure and Halal Lobster which can give satisfaction towards the consumer. We produce a Healthy and safe product which can fulfill the wants of the consumer. This business is based on partnership with four (4) leaders holding crucial position in the organization, along with Mr Muhammad Faris Danial Bin Mohamad Fauzi as the General Manager, Mr Afnan Hasuna Bin Mohamad Hanafi as the Marketing Manager, Mr Muhammad Arif Akmal Bin Mohamad Haris as the Operational Manager, Mr Muhammad Amir Hadi Bin Abdul Rahim as the Financial Manager and Ms Nabilah Iman Binti Mohd Roslan as the Administrative Manager.

The main objective of this company are to give a solution to the issue related to the other company that use non-halal substance to produce lobster, we will make sure that our company will consistently producing and providing Halal Fresh Lobster product to make sure the consumer safety is secured from any dangerous, hazardous and harmful substance and also to fulfill their wants. So to meet the consumer fulfillment, we will be operating and producing the product that can satisfy the taste and desire required of consumer competently and inconsistently. We are also want to give the best and high quality product so we are able to gain their trust and loyalty.

One of our target market is from high and middle income consumer that have interest in consuming freshwater Lobster. Our product price is the same as the price on the market even with the advantage of producing Halal and safety Lobster other than lobster company on the market. This will make sure that our target market will be interested to our company and also give their trust and loyalty in this business. We have chosen to begin our business at Petaling Jaya, specifically at Kota Damansara which the demand of freshwater lobster on the market is one of the highest in Malaysia. The location of business is also suitable because of the green environment and also near to the city with various of infrastructure which all customer able to reach to our location with ease.

LOBYARD SDN BHD marketing strategy is to supply various of product with great, excellent and high quality with the guaranteed for its Halal and Shariah compliance. We truly prioritize our customer safety and healthy. Our product not only can consume by Muslim consumer but also can be consume by non-Muslim consumer as it is safe for everybody to be consume. Our pricing

strategy is also useful where we provide a product with a lot of feature and advantage with the same price of other lobster company that some of it do not have this feature. It is considerable as reasonable and affordable with this special feature and advantage. So, most of the customer can buy our product since our target market are from high and middle income customer such as doctor, engineer, lawyer and architecture.

This business plan is made in arrange to solve the current issue to secure the customer safe and healthy and at the same time to fulfill their wants and desire. This business arrange is also will work as direction for investor as this business is most likely have a huge chance and possible to develop as one of the successful business in the industry. In this way, we can persuade banker, investor, shareholders to attract their support for the growth of our business.