



POWERSOLARZ SDN. BHD.

FUNDAMENTALS OF ENTREPRENEURSHIP ENT300: BUSINESS PLAN

PREPARED BY:

FACULTY & PROGRAMME : **ACADAMY OF CONTEMPORARY ISLAMIC STUDIES (ACIS), DIPLOMA IN HALAL MANAGEMENT**

SEMESTER : **MARCH 2020 - JUNE 2020**

PREPARED BY : **MUHAMMAD ASYRAF HAIKAL BIN MOHD HISARUDIN**

STUDENT ID : **2018642414**

GROUP : **IC1204B2**

**PREPARED FOR:
MADAM ASIAH BINTI ALI**

SUBMISSION DATE: 19 JULY 2020

ACKNOWLEDGEMENT

First, Alhamdulillah I am very glad to Allah SWT for the achievement of this Business Plan within the time given as one of the obligations that need to be fulfilled in the course work assessment for the code ENT 300.

I would like to express a deep sense of special gratitude and recognition to my parents for supporting and helping me either morally, financially, or physically to complete this business plan. This business plan has been prepared with the assistance and support from many people. Besides, not to be ignored to my lovely lecturer, Madam Asiah Binti Ali who gave me the golden opportunity to do this wonderful project and because of her goodness in assisting me during the process completion of this project work. She has given me a bit of constructive advice and constant motivation by giving valuable information. Her contributions are sincerely appreciated and gratefully acknowledge as I may not be able to complete this business plan without her.

I manage to become further organize and mature in dealing with puzzles that happen during the research as making this project not only for marks but to increase and enhance my knowledge. This business plan includes the organization, marketing, operation, and financial plan. It also carries other information required by a new entrepreneur as a guide to begin this business.

Last but not least, I am very pleasant and fortunate that I had the kind association as well as supervision of those who had committed and contributed whether directly or indirectly for the effort and initiative that they have shown in my project until successfully completed this business plan. At this opportunity, I would like to apologize if it was injuries or offensive to any party whether conscious or unconscious. I hope this business plan report can provide me a little bit about Entrepreneurship life and fact about how to become an entrepreneur in the future.

TABLE OF CONTENT

CONTENTS	PAGES
COVER PAGE	i
COVER LETTER	ii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	xii
EXECUTIVE SUMMARY	xiii
1. INTRODUCTION	
1.1 Introduction to The Business	1
1.2 Purpose of The Business Plan	2
1.3 Business Background	3
1.4 Organizational Chart	4
1.5 Logo and Motto	5
1.6 Partners' Background	6
1.7 Business Location	12
2. ORGANIZATIONAL PLAN	
2.1 Introduction to The Organization	14
2.2 Organizational Structure	15
2.3 Administration Manpower Planning	16
2.4 Schedule of Tasks and Responsibilities	16
2.5 Schedule of Remuneration	17
2.6 Office Furniture and Fittings	18
2.7 Administration Budget	19
3. Marketing Plan	
3.1 Introduction to Marketing	20
3.2 Product or Service Description	22
3.3 Target Market	23
3.4 Market Size	24
3.5 Competitors	25

3.6	Market Share	26
3.7	Sales Forecast	28
3.8	Marketing Strategies	29
3.9	Organizational Structure	33
3.10	Marketing Manpower Planning	33
3.11	Schedule of Tasks and Responsibilities	34
3.12	Schedule of Remuneration	34
3.13	Marketing Budget	35
4. Operational Plan		
4.1	Introduction of Operational Plan	36
4.2	Operational Process	38
4.3	Operations Layout	39
4.4	Production Planning	39
4.5	Organizational Structure	40
4.6	Operational Manpower Planning	40
4.7	Schedule of Tasks and Responsibilities	41
4.8	Schedule of Remuneration	41
4.9	Material Planning	42
4.10	List of Suppliers	43
4.11	Machine and Equipment Planning	44
4.12	Business and Operational Hour	45
4.13	License, Permits and Regulation	45
4.14	Operational Overheads	45
4.15	Operational Budget	46
4.16	Implementation Schedule	47
4.17	Gantt Chart	48
5. Financial Plan		
5.1	Project Implementation Cost	49
5.2	Sources of Finance	50
5.3	Loan Amortization Repayment Schedule	50
5.4	Non-Current Assets Depreciation Schedule	51

EXECUTIVE SUMMARY

Powersolarz Sdn. Bhd. is the company establish and grow in the segment of hardware consuming technologies. The company is a start-up company that will offer and provide a solar power bank name Solarz for customers. Solarz serves the customers with stylish and latest designs, styles, colours of the solar power bank to cater customer needs. Besides, the power bank also designed with high-quality materials to achieve high satisfaction of customers. Other than that, it is also small in size to facilitate consumers to bring everywhere.

The management of the business consists of the General Manager name Asyraf Haikal. He assisted by 5 lead workers whereas Abu Bin Abi as Marketing Manager, Salleh Bin Mohd as Finance Manager, Adam Bin Ahmad as Electrical Engineering Manager, Halim Bin Saari as Operation Manager, Kamal Bin Mat as Human Resource Manager. They are highly skilled and talented in their respective fields for having working experience with various companies before. They will ensure that they will be performed in doing tasks together although they different duties and portfolios in order to serve in Powersolarz Sdn Bhd.

Powersolarz Sdn Bhd Business hours are from 10:00 a.m. until 6:00 p.m. and operates 25 days in a month. Our shop is located at Bangi as this place is one of the major attractions in the state of Selangor. Since power banks can be considered as a need for every person right now, so the segment will be the biggest opportunity to use for making some profit. The company's main target market is the male and female adult community as the percentage of the number of smartphone users from adults is higher nowadays. Besides, the business also targeting people that always move from one place to another place such as backpackers and travelers. We also focus on people with high incomes because the price for our power bank is relatively slightly expensive compared to other power bank prices.

Across Selangor and Bangi particularly the Powersolarz Sdn Bhd business has seen an explosion of growth from year to year. Bangi is an area that most people consist of male and female adult communities that more dominate the field of technology especially the usage of smartphones as it will require more energy to cover the phone battery. Thus, it causes the demand for the power bank is rising over the year. Although we have a lot of competitors, we are really sure that we can provide special and high satisfaction power bank for the customers.