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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF TOURISM MANAGEMENT

ENTREPRENEURSHIP (ENT300)

“BLACK FOREST COMPANY”

PREPARED FOR:

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20 February 2016

BLACK FOREST

Sir,

Submission of Business Plan Proposal (ENT 300)

Allude to the subject stated above; we would like to submit the proposal of our final project paper for ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We are hope that our business plan that we recommended does fulfill your obligations. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

INTRODUCTION

- ✚ **NAME OF THE COMPANY:** Black Forest Company
- ✚ **NATURE OF THE BUSINESS:** Creating and Designing old things(3R; Recycle, Reduce and Reuse)
- ✚ **INDUSTRY PROFILE:** Our business is owned actively by partnership of 5 partners, which incorporated as D.I.Y or more known as Do It Yourself. Our business provide reuse material or product that being innovated into something new that can be use by teenager s, middle age and elderly.

BLACK FOREST

- ✚ **LOCATION OF THE BUSINESS:** UNITECH, Jalan Meranek, Kpg Melaban, 94300 Kota Samarahan, Sarawak, Malaysia.
- ✚ **DATE OF THE BUSINESS COMMENCEMENT:** Our business will begin to operate on 1st January 2020.
- ✚ **FACTORS IN SELECTING THE PROPOSED BUSINESS:** We choose this business because it can make a high profit to the business itself and we expect to expand the future expectation. Besides that, our business can attract teenagers, middle age and maybe elderly to come over because we provide variety of interesting accessories, bag and small furniture that we had renovate and improve more from the old things to make it more unique at affordable price that everyone can afford.

PURPOSES

First of all, as we all know all the new company will require to prepare a business plan first before can open the business. A business plan is one of the important tools that are in written documents which describe what is the purposed of the business to be undertaken in the comprehensive manner. Besides that, it is also known as a project paper, working paper, business proposal and also prospectus.

A business plan is describes as a written summary of entrepreneur, purpose of the business venture that serve as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project. The business Plan is prepared for various reasons. Among the main reasons are as below:

- ✦ **To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner**
- ✦ **To analysis and evaluate the viability of a proposed venture**
- ✦ **To convince relevant parties of the investment potential of the project**
- ✦ **As a guideline for managing the business**
- ✦ **To allocate business resources effectively**

Our company wants to open these types of business because we want people to think that even the simplest material or product can be innovate into something new.