



FACULTI OF APPLIED SCIENCE

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ENT 300**

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BIT ENTERPRISE

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AKNOWLEDGEMENT

Alhamdulillah we are very grateful to Allah S.W.T for the completion of this business plan as one of the requirement that need to be accomplish in the course work assesstment for the code ENT 300.

This project consumed a huge amount of work, research and dedication. Still, implementation would not have been possible if we do not have any support of many individuals and organizations. This business plan has been prepares with cooperation and support from many people. So we would like to firstly express our deepest gratitude and special thanks to Miss Zulaiha binti Ahmad who in spite if being extraordinary busy with her duties spending time out to hear, guide and keep us on the right path during the process of completion of this project.

Through these problems, we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and other information needed by new entrepreneur as a guide to start this business.

Besides, we also want to thank our beloved family who encouraged us and prayed for us throughout the time of our research. We are also highly obliged in taking this opportunity to sincerely thanks to all of this partnership member for being a great and impressive team. We want to apologize to all other unnamed who help us in vatiuous ways to make this thing perfectly complete.

Lastly we perceive as this opportunity as a big milestone in our career development. We will strive to use gained skills and knowledge in the best possible ways, and we will continue to work on their improvement in order to achieve our career objectives.

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EXECUTIVE SUMMARY

Vision: Our main vision that we are focusing is to be the first choice of customer and all consumer in state of Selangor and also improving it to be known all over Malaysia

Company Background: Our business name is BIT Enterprise. "BIT" come from the synonym of "pieces". We also created the alphabetical meaning which is B – Baby, I – In , and T – Trend.

Products: Our product is known as sleeveless multi-size baby's shirt. It have a special characteristics which we are using buttons that can adjust the size of the shirt so that babies can wear it for a long period and also reducing the cost.

Markets: Our premise is located in Shah Alam Selangor. Because we know that Selangor especially in Shah Alam district is one of the most high potential place to make marketing and gain sales. It is also due to the city place that have a huge and compact amount of citizens and some malls were located near the area can be more attraction to people.

Distribution Channels: We distribute our product to retailer and wholesale at all of the locations that has been choose. For example, we choose Giant and Aeon Big as our wholesaler. For retailer, we choose department store and specialty store. Then the consumer will get our product from the retailer for their personal use.

Manufacturer → Wholesaler → Retailer → Consumer

Competitors: Our competitors are Poney, Mothercare and Kiko and BabyKiko. These company shared the same target market and also in the same field as our company.

Financial Projections:

	Year 1	Year 2	Year 3
Profit (RM)	253 288	342 796	470 121

Operational: We expected to produce 2527 units of product per month. Total operation budget for operation plans is RM 49,341.60. cost to produce one unit of product is RM 16.78.

Industry: Consumers' product

Number of Employees: 12

(i) Estimate sales and market acceptance

The main purpose of doing this marketing plan is to promote our first product. Doing this helps us to identify our target market and understand how our product can meet their needs. This is important in order to make sure our company can run smoothly and reach our target. It is also a need to estimate our sales and market acceptance. This part will help us to decide the best for our products in order to fulfill the customer's need. From the research made, we then decide our price, design, location and material used for our products.

As Malaysia is located in the tropical zone, we experience warm and humid weather throughout the year. Thus, we choose to make it sleeveless and to use cotton fabric as our main material for BabyFit. For the design, we decide to make it plain and simple with soft colour as we wanted it to be a timeless design. Other than that, from the research done, we notice that most of the families in Malaysia come from B40 and M40. We also understand that starting a new family for a newlywed can be very difficult. Thus, we decided to sell our product at a very affordable price.

To distribute our products, we had chosen a few states that are nearest to our manufacturing location to lower the delivery cost. After the market research was done, we agreed to choose Kuala Lumpur, Selangor, Johor, Perak and Penang as our location to distribute our product. The locations chosen are also in urban areas as we choose to use the internet as our main channel to promote our product.

4.2 Description of products

Table 5.2.1 Product description

Product	Description
Features	<ul style="list-style-type: none">• Size: one-size-fits-all• Packaging: eco-friendly kraft paper box• Colour: soft pink and sky blue