



# **UNIVERSITI TEKNOLOGI MARA**

CAWANGAN PERLIS

## **FACULTY OF CIVIL ENGINEERING**

**ETR 300**

**ENTREPRENEURSHIP**

**BUSINESS PLAN FOR**



**D' LAMAN ENTERPRISE**

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**BUSINESS BACKGROUND**

**Name** : **D' Laman Enterprise.**

**Address** : D' Laman Enterprise  
Jalan Repoh,  
01000 Kangar, Perlis

**Correspondence address** : D' Laman Enterprise  
Jalan Repoh,  
01000 Kangar, Perlis

**Telephone/** : 04 - 4307288

**Fax number/** : 04 - 4307288

**Email** : [DLaman@yahoo.com.my](mailto:DLaman@yahoo.com.my)

**Website** : <http://www.DLaman.com>

**Type of business** : Partnership

**Main Activity** : Landscaping service

**Date and Number  
of registration** :

**Date of  
Commencement** : 1 January 2008

**Initial (own) Capital** : RM 136,000.00

**Name of Bank** : Bank Islam

**Bank Account  
Number** :

## **PURPOSE OF THE BUSINESS**

Business plan is one of the tools that required to be prepared in order to start a business. A business plan is a written document which described the proposed business or project to be undertaken in a comprehensive manner. It is also known as a working paper, business proposal, project paper or prospectus.

A business plan is written summary of an entrepreneur, proposed business venture, its operational and financial details, its marketing opportunities and strategy and its manager's skills and abilities. The plan serves as an entrepreneur's road map on the journey toward building a successful business. It describes the direction the company is taking, what its goal are, where it wants the company to be and how its going to get there.

There are many purpose of business plan and the lists are as below:

1. To give a chance to the entrepreneurs to view evaluate the business.
  - With preparing the business planning an entrepreneurs will get to plan a business based on the true information and it will be as practical Business Planning.
  - Business plan can be utilized as a guideline in managing a business
  - It can be used as a basic by the management to carry a daily business functions.
  
2. To make a research and evaluating whether the business having a profit or losses.
  - Business Planning can be as a guidance to evaluate a business. Based on the research and analysis that has been done in the process to prepare the Business Plan, entrepreneurs will know whether the business that need to operate are having profit or loss. It will help entrepreneurs to make a new result befor making an investment.

3. To convince venture capitalist, investors and bankers in order to raise capital and obtain support for the venture.

- Business Plan can be as communication sources for the business in order to making a loan from the financing institution.
- By having a proper document it is easier to attract the interest of the investor to finance the project. As a whole the business plan will represent the entrepreneur in convincing the investor towards providing fund for the business.

4. As a guideline for day to day management of the business.

- It will make all activities are on planning based on the Business Planning. With this way, entrepreneurs can make a strategy to maintain the business in the market.
- It guides the company's operations by charting its future course and devising for following it.
- Provides tools such as mission statement, goals, objectives, budgets, financials forecasts, target markets and strategies.

5. To give management an opportunity for entrepreneur to asses and to view and appreciate the business venture objectively, critically and practically.

- As a guideline for the business management in making the proposed company successful and make sure everything runs smoothly.
- By preparing business plan before hand an entrepreneur can make judgement based on information that is concrete basis. Thus the above scenarion can be avoided through th epreparation of a proper business plan.

A prepared of this business plan is to execute a new project or business in Malaysia. It also can be our guideline in managing the business and how to start it.

A new business will produce a young generation with a high entrepreneurism in themselves to achieve 2020 vision. This proposals also to get all permits to begin the business. Hopefully this plan can be used to convinced the business the target and give a good profit.