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DEPARTMENT OF GRAPHIC DESIGN AND DIGITAL MEDIA  
FACULTY OF ART AND DESIGN

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

# BUSINESS PLAN



SQUARE GEAR ENTERPRISE

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Sir,

**SUBMISSION OF BUSINESS PLAN REPORT**

Referring the above title, we would like to graciously submit our Business Plan Report that we have finally completed based on our studies and research. This has been done following the prepared guidelines and procedures.

2. We would like to thank your kindness and generosity in guiding and leading us in making this proposal all this while. Without your advice, we certainly would not be able to come out with such determined and dedicative proposal.

3. We will keep the knowledge, skills and information we have gathered for our good in the future. This Business Plan covers all aspect of starting the business administration, marketing, operation and financial status of company.

4. Therefore, we sincerely hope that this report will be satisfactory in your judgment and will be evaluated as fairly as possible. Your sincerest and honest consideration would be much appreciated.

Thank you.

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## **EXECUTIVE SUMMARY**

SQUARE GEAR is a company that sells basically three types of bicycle; mountain bike, BMX bike and fixed bike. The SQUARE GEAR is located at.

The administrative office and operational space are both in same business premise. This company will start its operation on 1<sup>st</sup> January 2012.

The management team is headed by 6 experienced and professional level workers that will handle the management and operation of the company in order to get the best quality products and maximum profit. The managers are Mohammad Azzat bin Mohd Abd Hafiz as General Manager, Nur Akmal bin Ghazali as Administration Manager, Mohd Ashrun Shadiran bin Zikri as Operation Manager, Mohd Shafiq Azha bin Azahari as Marketing Manager and Nur Shazanabinti Rosli as Financial Manager.

The total capital for SQUARE GEAR ENTERPRISE is RM 150,000. The company is targeting total combined profits of RM 37,054 by the end of year three. In order to achieve this, the SQUARE GEAR ENTERPRISE's strategies are to focus in the quality of the product and marketing plan. The Operation Manager and his assistant have been working hard to make sure the SQUARE GEAR ENTERPRISE's product can satisfied the customers. A comprehensive research has been made before producing the product to get the maximum quality needed. Customer's satisfaction is the first priority before profit.

The marketing plan will also play a major role in order to introduce the new product of SQUARE GEAR ENTERPRISE to the targeted customer which is mostly the residents and students in Desallmu area. In the first year, an all-out marketing is needed so that SQUARE GEAR ENTERPRISE can establish the company quickly. This can be done through pamphlet, business card, banner, flyer and website. This is to give as much information to them about the product and attract the customer to buy it.

We will register our company to the Suruhanjaya Syarikat Malaysia to get the license to open our business. With the quality and experienced of our staff and good business strategies, our company will strive in this industry and become the leader in bicycle selling business.

## **1.1 INTRODUCTION TO BUSINESS**

### **1.1.1 Name of Company**

The name of the purpose company is SQUARE GEAR ENTERPRISE. The company sells three types of bicycle that are very famous among teenagers and adults that enjoy riding bicycle.

### **1.1.2 Nature of Business**

SQUARE GEAR ENTERPRISE is a trading company which provided a line of bicycles from various type of brand.

### **1.1.3 Industry Profile**

This company sells basically three types of bicycle; mountain bike, road bike and BMX bike.

### **1.1.4 Location of the Business**

SQUARE GEAR is located at Desallmu, Kota Samarahan. This business premise located near to the residential areas, universities and commercial area such as shop lot and banks. It is near universities such as UniversitiTeknologi MARA (UiTM) Kota Samarahan, Universiti Malaysia Sarawak (UNIMAS) and InstitutPerguruanTun Abdul Razak. This location is very good areas for this business because there are many students and people staying there as our target market are teenagers and adults.

### **1.1.5 Date of the Business Commencement**

SQUARE GEAR ENTERPRISE will open or started on 1st January 2012. This is to make sure all the arrangement of the office and operational space is perfect.

### **1.1.6 Factors In Selecting The Proposed Business**

- To get high profit.
- To introduce riding bicycle lifestyle to people in Sarawak

### **1.1.7 Future Prospects of Business**

- Aim to be the most popular bike shop in Sarawak that sells high quality bicycles.
- Aim to open up more branches all over Malaysia.
- To expand this business to more variety types of bicycle and more quality bicycle.