



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CHEMICAL ENGINEERING

DIPLOMA IN CHEMICAL ENGINEERING

J4EH1101B

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

BEYOND THE CREATIONS

PREPARED FOR:

DR AZIZAH DAUT

PREPARED BY:

MOHAMAD SYAHMI BIN AZMAN

2017490852

NUR ADILAH HAZIQAH BINTI AZRI HELMI

2017490832

NUR AIN MUNIRAH BINTI SHAMSUL

2017490388

ACKNOWLEDGEMENTS

Assalamualaikum, first and foremost we would like to express our gratitude after given the chance to start and completely finish this project for the Fundamental of Entrepreneurship (ENT300) course. We have a lot of memorable experiences besides being able to gain some soft skills from those who have never been stingy in devoting their knowledge. With this subject, we are also able to expand our scope of study into entrepreneurship and not rely solely on engineering.

This assignment requires us to work together as a team to complete the task beautifully. Various problems that hit our group but thanks to the never-ending effort, we managed to solve all the problems that came with ease. All the allegations and challenges make us more vivid and powerful to take on a journey that we have as a student.

At this opportunity, we are also in a sense of humility to express our sincere appreciation and the many thanks giving we have always been with us from the very beginning so that we have successfully completed this assignment. This thanks giving is also dedicated to our ENT 300 lecturer, Madam Azizah who is the backbone of our troops. We would like to thank her for giving us proper guidance and also for giving us permission to do this business plan and making it possible.

The next award is directed to friends who have been in touch to share ideas and opinions together. Mental and physical support that never knows the joke is also one of the factors that we can successfully accomplish this task.

Last thing last, we are dedicated to both of our parents who are the main pillars of our success. Endless support in terms of ideas, mentality and finances has made us increasingly eager to achieve our goals and to boast of them and to repay them. The prayer they put on us makes all our work always simplified.

In the end, this whole project has made us think more widely and open our minds to a more rational thought. It also pushed us to be more mature when working on a project. This will be a valuable asset for us to continue on making other bigger projects in the future

TABLE OF CONTENTS

LETTER OF SUBMISSION	3
ACKNOWLEDGEMENTS.....	5
EXECUTIVE SUMMARY	10
1.0 INTRODUCTION.....	12
1.1 NAME OF BUSINESS	12
1.2 NATURE OF BUSINESS	12
1.3 INDUSTRY PROFILE.....	13
1.4 LOCATION OF BUSINESS	14
1.4.1 BUILDING.....	15
1.4.2 BASIC AMENITIES.....	15
1.5 DATE OF COMMENCEMENT	15
1.6 FACTORS IN SELECTING THE PROPOSED BUSINESS.....	15
1.7 FUTURE PROSPECTS OF THE BUSINESS.....	16
2.0 BUSINESS PURPOSE	19
3.0 BUSINESS BACKGROUND	21
3.1 VISION AND MISSION.....	22
3.1.1 VISION	22
3.1.2 MISSION	22
3.3 LOGO AND MOTTO	23
3.3.1 LOGO	23
3.3.2 MOTTO.....	23
4.0 BACKGROUND OF PARTNERSHIPS	25
4.1 GENERAL MANAGER AND MARKETING MANAGER.....	25
4.2 ADMINISTRATION MANAGER AND FINANCIAL MANAGER.....	26
4.3 OPERATIONAL MANAGER	27
5.0 LOCATION OF BUSINESS	29
5.2. BUILDING	30
5.3. BASIC AMENITIES.....	30
6.0 MARKETING PLAN	32
7.0 OPERATIONAL PLAN.....	49
8.0 ADMINISTRATION PLAN	71

9.0 FINANCIAL PLAN	81
CONCLUSION.....	105
APPENDICES.....	107
PARTNERSHIP AGREEMENT.....	109

EXECUTIVE SUMMARY

Our company, Beyond The Creations is an event planning company that provides services specialize in parties and anniversary for the people around Johor. This includes birthday party, dinner party, office party, family day and anniversary. As in todays' world, the plan of making events and activities is getting bigger day by day among the students, friends, coworkers and families. Due to customers' busy lifestyle, they do not really have time to decorate their events as it takes longer time and uses much effort. With that, here comes the need and opportunity for us to establish this company. There are fewer competitors that provide this kind of services. This will help to make the project desirable to the market at large. We do not have to worry about the lack of materials as it is easy to get suppliers in this state. Besides that, all the chemicals used in this company are safe and do not give any harm to the customers and also to the environment. Of all the above, this one thing cannot be taken easily that is quality. Giving the benefits to both sides, the company and the customers, the employees recruited must be high-skilled and experienced. However, throughout the time, we will keep improving our services by getting feedback from the customers. Their thoughts about the services that our company provided have to be heard and taken actions. This is important for our company to know its strengths and weaknesses and also to improve our services. Our company will also be adding something new that is in line with the trend and giving special offers in order to promote our company and attract the customers. We will also monitor the progress to know the response. Bringing happiness and joy to people has been one of our objectives from the very beginning. So it is important for us to give our best in our services to satisfy the customers and stand out among the competitors. Hopefully, Beyond The Creations will be one of the biggest event planning company in the future. Therefore, a long term plan is needed to make it happen. Every aspect of business has to be looked in details and well-planned to achieve this goal.