



UNIVERSITI
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UNIVERSITI TEKNOLOGI MARA (PUNCAK ALAM) SELANGOR

ENT 530 – BUSINESS PLAN

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BUSINESS PLAN

MASQUERADE ENTERPRISE

**JALAN PLUMBUM AC 7/AC,
SEKSYEN 7, SHAH ALAM, SELANGOR**

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1. EXECUTIVE SUMMARY

The MASQUERADE ENTERPRISE produce a product that easy and portable for customer to use which is functional pen with usb drive namely "**Symmetry**". We will also offer specialty for our product including the slide pointer and rechargeable. The main objective is to become the founder of first multipurpose pen with the usb drive in Malaysia and usable for consumer. It appears that is no pen's product comes with variety of function here. Our business is located at the heart of Shah Alam which is Seksyen 7. It is because the area is strategic as it allows for easy access to potential customer of local, domestic and also international. Our business targeted to students and staffs of public and privates offices.

MASQUERADE ENTERPRISE operate 6 days a week under experienced management, headed by our Manager, Miss Siti Nur Lukluah binti Samsudin. This company also assisted by three others members, which is the Operation Manager, Nurhayati binti Mohd Sharif, she control all the business operation. Next is the Finance Manager, Nadia binti Hanafi, she is the one who controlling the cash flow and also the financial of our businesses. And lastly assisted by our Marketing Manager, Mohd Zulki bin Mohd Sarijil, he is the talented one who do the marketing and promotion of our product business.

Anticipated sales are RM 99,840.00 for the first year, RM199,680.00 for second year and RM 299,520.00 for the third year. This is based on the history of our sales of our competitors. One of the primary goals of this business is to provide value to customers. Hence, the pricing is will be set based on the objective to get reasonable profit and to ensure that customer buying from us continually in the future.



1. COMPANY PROFILE

Name of the business : Masquerade Enterprise
Business address : Jalan Plumbum, AC7/AC Seksyen 7, Shah Alam,
Selangor
E-mail address : masquerade.enterprise@yahoo.com
Telephone number : 03-3344609
Main activity : Selling product that portable and usable for customer

2. ENVIRONMENTAL INDUSTRY ANALYSIS

STRENGTH <ul style="list-style-type: none">• Multifunctional pen with usb drive.• Various type of storage.• Can be rechargeable.	WEAKNESSES <ul style="list-style-type: none">• Not repairable if the product damage.• High inventory can be issue if the demand is low.
OPPORTUNITIES <ul style="list-style-type: none">• Increasing demand.• Rapidly expanding demand.	THREAT <ul style="list-style-type: none">• Get imitation from other• Product become obsolete with innovation.