



اَوْنَبُوْرُ سَبِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ فَاْمَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530: PRINCIPLE OF ENTREPRENEURSHIP

BUSINESS PLAN (C-BAG SDN BHD)

LECTURER'S NAME: MR. MOHAMMAD ZAIM

NO	NAME	ID MATRIC
1	IRRA IZYANI BINTI AHMAD PUAD	2017990773
2	NUR HAMIZAH BINTI BAHARUDDIN	2017143793
3	ANIS SURAYA BINTI HASSAN MUSANIF	2017124045
4	NADHIRAH BINTI MOHAMAD ARBAAIN	2017529207
5	ADIBAH NADHIRA BINTI AMINNUDDIN	2017108031

DATE OF SUBMISSION: 13TH DECEMBER 2018

7
70184

CONTENT

NO	TITLE	PAGE
1	EXECUTIVE SUMMARY	3-4
2	ENVIRONMENTAL INDUSTRY ANALYSIS <ul style="list-style-type: none">• SWOT ANALYSIS	5
3	ORGANIZATION PLAN <ul style="list-style-type: none">• ORGANIZATIONAL CHART• CAREER HIGHLIGHTS• DUTIES AND RESPONSIBILITIES• MANAGEMENT COMPENSATION AND OWNERSHIP	6-9
4	OPERATIONS PLAN <ul style="list-style-type: none">• OPERATIONAL PROCESS• PRODUCTION PLANNING	10-11
5	MARKETING PLAN <ul style="list-style-type: none">• INTRODUCTION TO PRODUCT OR SERVICE• MARKETING STRATEGY	12-19
6	FINANCIAL PLAN	20
7	PROJECT MILESTONES	21
8	CONCLUSION	22
9	APPENDICES	23-31

1. EXECUTIVE SUMMARY

C-Bag Sdn Bhd is a furniture company that provides a product that portable for everyone. They can use this product anywhere and our company more focused to people who love to go travelling. This product usually make for people business easier and smoothly. Our target market is mostly for traveller and senior citizens. For senior citizens is highly recommended to use our product which is C-Bag during holiday or any event. This product have been produced to help people out there for not worrying about not getting any place to sit. Especially for senior citizen, they can perform *solat* using C-Bag. Nowadays it is hard for senior citizens around (60 and above) to go anywhere because of their age. They are not stronger anymore to walk or stand too long. For traveller, of course they use backpackers during their traveling but they might be tired during that day so by using our product it might help them because our product produce bag with chair.

Our company also have many competitors nowadays that also produce a furniture such as Tesco, Giant and especially Ikea that most popular around the world. That company have been build a many years ago and mostly got their loyal customers who trust their quality of product. But our product are different from other company because it can bring benefit to people who can do their favourite activity easily.

For management, the company have CEO and 4 workers. The workers consist of administrative manager, marketing manager, operation manager and financial manager. They have their own scope of work for the company to run smoothly and achieve their target. The CEO will lead the others to perform their duties and responsibility towards the company.

COMPANY PROFILE

Name of the business : C-beg Sdn Bhd

Business address : No 38A, Jalan Renang 13/26 Seksyen 13, 40100
Shah Alam, Selangor Darul Ehsan.

E-mail address : C_begsdnbhd@gmail.com

Telephone number : 03-55121314

Main activity : Selling a new innovative product in the market

2.

ENVIRONMENTAL INDUSTRY ANALYSIS

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> • LOCATION Our company stated at a strategic place which is busy downtown area. • UNIQUENESS We stand out as a unique alternative to produce bag with chair and we offer high-quality product. • STRONG MANAGEMENT We have assemble a team that embraces different disciplined with expertise in all areas of the business. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • LACK OF CAPITAL All of start-up funds will come from loans and investors. • LACK OF REPUTATION Our company have not established ourselves as a reputable bag with chair provider.
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • NO COMPETITORS Because we provide new innovative product in market so there is no competitors. • MARKETING STRATEGY The increase in technology will help our company to market our product worldwide. 	<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none"> • BEING UNPREPARED FOR OPENING NUMBERS Initial poor service or product quality could discourage customer from returning • COMPETITION Similar shop have loyal customer.