



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MARA UNIVERSITY OF TECHNOLOGY
FACULTY OF ACCOUNTANCY

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

BUSINESS PLAN OF CUTTHINGS SDN BHD
SEMESTER SEPTEMBER 2019

PREPARED FOR:
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EXECUTIVE SUMMARY

The current trend towards an increase in innovative products presents an opportunity for CutThings SDN BHD to penetrate the market. We are on the brink of penetrating a lucrative market in a rapidly growing industry. An opportunity for success exists because the modern lifestyle is growing at a rapid pace annually especially in Malaysia. CutThings SDN BHD take advantage of this growth and moderate competition in the city travel portion of the industry.

We are with a dedicated and more than 3 years experienced staff, excellent networking, and effective management and marketing together makes our dreams work. Our vision is to be the thought leader in kitchenware with innovative approaches. To achieve the vision, our missions are to give the best experience to all kitchen users by creating and providing the most convenient kitchen utensils and offered to customers at the most reasonable, affordable price with high quality.

Our marketing strategy will be based mainly on ensuring customers know about our existence and the product we fulfil. We want to satisfied all of our customers in all aspects. Hence our intention is to make the right information available to the right target customers. This will be done through implementing a market penetration strategy that will ensure that we are well known and respected in this innovative industry. We offer customers a unique product that they cannot find it anywhere, that makes our product better that other cutting board that they have buy or use.

For the prices offered, we will ensure that our prices take into consideration peoples' budgets, that these people appreciate the services know that it exists, and how to contact us. The marketing will convey the sense of quality in every picture, every promotion, and every publication. Our promotional strategy will involve integrating advertising, events, personal selling, public relations, direct marketing and the Internet especially on Facebook and Instagram on, details of which are provided in the marketing section of this plan. We also plan to make our own website and mobile application so that our customers will be easier to contact us.

In conclusion, we do not just intend to market and sell our products, but to market and sell a high quality to make our customer's daily life easier. This will ensure we establish a reputable corporate image.

1.0 INTRODUCTION TO COMPANY

1.1. COMPANY PROFILE

Name of the business : CutThings SDN BHD

Business address : Jalan Keluli AL7/AL, Taman Perindustrian Bukit Raja Selatan, 40000 Shah Alam, Selangor

E-mail address : cutthings@gmail.com

Telephone number : 03-3241 5972

Main activity : Selling and manufacturing kitchenware

1.2. PARTNERS BACKGROUND

1.2.1. GENERAL MANAGER



Name : Siti Nur Afiqah Binti Ahmad Sabri
Identity card number : 930603-07-5702
Permanent address : No 1, Lorong Pokok Sena 2, Taman Pokok Sena, 13200 Kepala Batas, Pulau Pinang
Correspondence address : No 1, Lorong Pokok Sena 2, Taman Pokok Sena, 13200 Kepala Batas, Pulau Pinang
Email address : afiqah0417@gmail.com
Telephone number : 013-4510795
Date of birth : June 03 1993
Age : 26 years old
Marital status : Single
Academic qualification : Bachelor of International Management in Geneva Business School
Course attended : Certificate in General Management from Peter F. Drucker and Masatoshi Ito Graduate School of Management, Claremont Graduate University
Certificate in Compliance from Malaysian Institute of Management
Skills : Excellent verbal and written communication skills.
Possesses expertise in financial management and able to manage operations and processes within budget.
Fluent in Japanese, English, Swiss German and Arabic.
Experience : Operations Manager in El Safina Maritim Sdn Bhd
Capital contribution : RM125,000