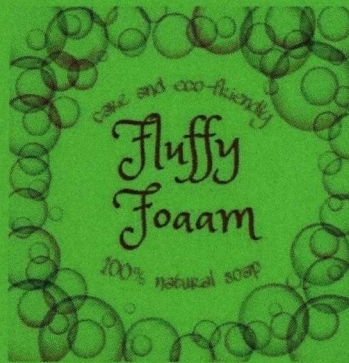




اَوْبُو رَسِيْقِي تِي كُو لُو كِي مَنَاڤَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## BUSINESS PLAN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : BACHELOR OF ACCOUNTANCY

PREPARED BY :

Name	Matric No.
'ADILAH SAFIAH BINTI ASRAN	2018260102
MUHAMMAD FAREEZ BIN MOHD SALLEH	2018259878
NUR ANIS BINTI SAMSUL ANWAR	2018260058
NUR ZAHIRAH BINTI NA'IM	2018260322
NURUL AFIQAH BINTI AZMI	2018259762

CLASS : AC2203E

LECTURER NAME : MR. MOHAMMAD ZAIM BIN MOHD SALLEH



## TABLE OF CONTENT

Content	Page
Executive Summary	1
1. Company Profiles <ul style="list-style-type: none"><li>Partners Background</li></ul>	2
2. Environmental Industry Analysis <ul style="list-style-type: none"><li>SWOT Analysis</li></ul>	5
3. Organization Plan <ul style="list-style-type: none"><li>Vision</li><li>Mission</li><li>Logo and Description</li><li>Organization Chart</li><li>Management Team</li><li>Administrative Budget</li></ul>	6
4. Marketing Plan <ul style="list-style-type: none"><li>Introduction to product / services</li><li>Market size</li><li>Competitor</li><li>Market share</li><li>Sales forecast</li><li>Marketing Budget</li></ul>	13
5. Operational Plan <ul style="list-style-type: none"><li>Operational Process</li><li>Operational Layout</li><li>Production Planning</li><li>Material Planning</li><li>Machine and Equipment Planning</li><li>Operation Budget</li></ul>	16
6. Financial Plan <ul style="list-style-type: none"><li>Statement of Cash Flow</li><li>Statement of Comprehensive Income</li><li>Balance Sheet</li></ul>	22
7. Appendices	25

## **EXECUTIVE SUMMARY**

Fluffy Foaam is a company that provides health and hygiene products called tablet soap. Manufactured tablet soaps have three different functions for hand washing, clothes washing and for the body as well. Each function has a different scent.

Fluffy Foaam is founded by Mr. Fareez, CEO of Fluffy Foaam and assisted by four partners, Ms. Zahirah as an administrative manager, Ms. 'Adila as a marketing manager, Ms. Anis as an operating manager and last but not least, Ms. Afiqah as a financial manager. These five individuals are responsible for Fluffy Foaam.

The Fluffy Foaam represents our gentle and soft soap that will help us to make people all around the world more aware of their hygienic health. Our target market are residents in Sg. Besi as well as non-residents.

Existing competition presents the challenges and advantages of Fluffy Foaam in the industry. The possibility of attracting customers from a few competitors' weaknesses as much as helping raise Fluffy Foaam. The efforts and cooperation of each management team is very important in managing a company.

## 1. COMPANY PROFILE

Name of the business : FLUFFY FOAM ENTERPRISE  
Business address : Lot 11, Jalan Tasik Selatan 20, Sg. Besi 57100, Kuala Lumpur  
E-mail address : [Fluffyfoam58@gmail.com](mailto:Fluffyfoam58@gmail.com)  
Telephone number : 06-2384721  
Main activity : Detergent industry

### Partners Background

- General Manager

Name	: Muhammad Fareez bin Mohd Salleh
Identity card number	: 880121-01-6259
Permanent address	: No 2, Jalan Perlak 2, Sri Petaling, 57100, Kuala Lumpur
Correspondence address	: No 2, Jalan Perlak 2, Sri Petaling, 57100, Kuala Lumpur
Email address	: <a href="mailto:Fareezsalleh99@gmail.com">Fareezsalleh99@gmail.com</a>
Telephone number	: 017 - 331 9330
Date of birth	: 21 January 1988
Age	: 31
Marital status	: Single
Academic qualification	: Master in Business Management
Course attended	: Business Management
Skills	: Leadership skill, Business Development skill, Multi Tasking
Experience	: 7 years working with Seng Heng Company in Managerial Department
Capital contribution	: RM 10,000

- Administrative Manager

Name : Nur Zahirah binti Na'im  
 Identity card number : 950213-14-6624  
 Permanent address : 33, Jalan Pauh Punggah, Kg Malaysia Raya, Sg Besi, 57100, Kuala Lumpur  
 Correspondence address : 33, Jalan Pauh Punggah, Kg Malaysia Raya, Sg Besi, 57100, Kuala Lumpur  
 Email address : [nurzahirah132@gmail.com](mailto:nurzahirah132@gmail.com)  
 Telephone number : 011 - 2316 0296  
 Date of birth : 13 February 1995  
 Age : 24  
 Marital status : Single  
 Academic qualification : Bachelor in Office Administrative  
 Course attended : Office Management Course and Computer Basic Course  
 Skills : Communication skill, filing or paper management, research skill and customer service skills  
 Experience : Experience in related field, such as management or financial reporting.  
 Capital contribution : RM 5,000

- Marketing Manager

Name : `Adilah Safiah binti Asran  
 Identity card number : 930202-06-5060  
 Permanent address : Apartment Vista Seri Putra, Bandar Seri Putra, 43000, Kajang, Selangor.  
 Correspondence address : Apartment Vista Seri Putra, Bandar Seri Putra, 43000, Kajang, Selangor.  
 Email address : [adilahsafiahasran@gmail.com](mailto:adilahsafiahasran@gmail.com)  
 Telephone number : 014 - 355 6024  
 Date of birth : 02 February 1993  
 Age : 26  
 Marital status : Single  
 Academic qualification : Master in Business Management  
 Course attended : Certificate in professional marketing  
 Skills : Marketing skills, communication skills and advertising skills  
 Experience : 2 year experience with Watson in marketing management  
 Capital contribution : RM 5,000