



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDEMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

BOOKFE

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# Table of Contents

<b>1. INTRODUCTION</b> .....	<b>4</b>
1.1 Acknowledge.....	5
1.2 Executive Summary.....	6
1.3 Purpose.....	7
1.4 Vision.....	8
1.5 Mission.....	8
1.6 Objective.....	8
1.7 Business Background.....	9
1.8 Definition of Logo.....	10-11
1.9 Business Location.....	12
1.10 Letter of Partnership Agreement.....	13-17
<b>2. ADMINISTRATION PLAN</b> .....	<b>18</b>
2.1 Introduction.....	19
2.2 Administrative Objective.....	20
2.3 Organizational Chart.....	21
2.4 Owner's Background.....	22-26
2.5 Organizational Structure.....	27
2.6 List of Administration Personnel.....	28
2.7 Schedule of Task and Responsible.....	29-30
2.8 Schedule of Remuneration.....	31
2.9 Administration Budget.....	32
<b>3. MARKETING PLAN</b> .....	<b>33</b>
3.1 Introduction.....	34
3.2 Marketing Objective.....	35
3.3 Marketing Process.....	35
3.4 Profile of Product.....	36

3.5 Services.....	37
3.6 Target Market.....	37-38
3.7 Strength and Weakness of Competition Analysis.....	39
3.8 Advantage and Disadvantage of Bookfé .....	39
3.9 Market Size .....	40
3.10 Market Share .....	41-42
3.11 Sales Forecast.....	43
3.12 Marketing Strategy.....	44-45
3.13 Marketing Budget .....	46
<b>4. <u>OPERATION PLAN</u> .....</b>	<b>47</b>
4.1 Introduction .....	48
4.2 Operation Objective.....	48
4.3 Risk .....	49
4.4 Process Planning.....	50
4.5 Service Planning.....	51
4.6 Operation Layout .....	52
4.7 Symbol and Description .....	53
4.8 Business Operation Hour.....	54
4.9 Manpower Planning .....	55
4.10 Material Planning.....	56
4.11 Machine and Equipment Planning.....	57
4.12 Overhead Requirement .....	58
4.13 License, Permits, and Regulations Required .....	59
4.14 Operation Budget.....	60
4.15 Project Implementation Schedules.....	60
<b>5. <u>FINANCIAL PLAN</u>.....</b>	<b>61</b>
5.1 Introduction .....	62
5.2 Financial Objective.....	62
5.3 Financial Analysis .....	63
5.4 Sales Projection.....	64
5.5 Purchase Projection .....	65

5.6 Project Implantation and Sources of Financial .....	66-67
5.7 Budget .....	68-70
5.8 Depreciation Schedules.....	71-75
5.9 Loan and Hire-Purchase Amortization Schedules .....	76
5.10 Pro Forma Cash Flow Statement .....	77-80
5.11 Pro Forma Income Statement .....	81-82
5.12 Pro Forma Balance Sheet .....	83-84
5.13 Pro Forma Ratio Analysis.....	85
5.14 Financial Ratios Graphs.....	86-93
5.15 Conclusion .....	94

**6. CONCLUSION..... 95**



BookFe

LIBRARY WITH CAFE

## 1.2 Executive Summary

We started our own business as a partnership and we decided our business name as BOOKFE. This is because it might be easier to the customer to remember our business name. Our business concept is café library which is different from other available library which is we provide a relaxing atmosphere where our customer can eat and drink while enjoying our facilities. Therefore, our customer can enjoy variety type of book that available from education book, novel, children and many more.

Our business is located at Kingfisher, Sulaman, Kota Kinabalu Sabah. Our target market is student, lecturer, and other people who like reading. Based on our observation, student nowadays likes to study or working while eating and drinking in relaxing situation and we provide that atmosphere to satisfy their want and needs.

Not only that, we also provide printing and photocopy services for their convenient and in the same time it will generate our income. A part of that, , membership cards will be provide for the customer to enjoy more benefit when joining into the membership which is Golden Cards, Premium Cards, Maserati Cards, and also kiddos cards. Moreover, it also provide together with varies diversity of coffee and soft drink such as Mocha Milk, Cappucino Love, Americano Iced Coffee, Macciato Dark Coffee, Milo, Coffee 'O Iced, and Mineral water.

In order for to this happen we requires capital funding of total RM217049 to start a business and for open grand in order to introduce our service to the market. In order to achieve a successful business we devote our full effort on running this business and making an aggressive promoting since this is the new venture and our business is newly open to public.