



FACULTY OF INFORMATION MANAGEMENT

(IM 110)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

SMANIA FURNITURE

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PREPARED FOR :

MISS RABIATUL ADAWIYAH BINTI KAMARULZAMAN

SUBMISSION DATE :

17 SEPTEMBER 2014

TITLE :

"SUMATO DRAWER BY SMANIA FURNITURE"

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SUBMISSION OF BUSINESS PLAN ENT (300)

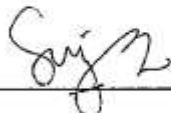
Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

2. This business plan is focus on selling innovated SUMATO Drawer based on the customer demand.

3. We had put our best commitment to complete this business plan according to the guidelines and requirements given according to our subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation and financial aspects.

4. We hope that this business plan will success according to your satisfaction. Any mistakes or lacking in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank you.



(NURUL SYAZALINA BINTI MOHD YUSNAL)

General Manager, SMANIA FURNITURE.

EXECUTIVE SUMMARY

SMANIA FURNITURE is about business that supply the furniture that has been gave innovation. Our business located at No 5, Jalan Kota Fesyen MITC, 75450 Hang Tuah Jaya, Ayer Keroh, Melaka. We choose this location because there have city in that area and strategic place to promote our furniture.

This business is about the business partner that shares capital among the partners. This business has six members which have their position itself which are General Manager, Administration Manager, Research and Development manager, Financial Manager, Marketing Manager, and Operation Manager. Each member has contributed RM 20,000 as a capital to run this business.

This business is about furniture that has been give an innovation by us. This business is wanted to promote the furniture at the market. The products that we want to introduce are SUMATO drawer that have 2 in 1 function which is, it can be a drawer then can be a study table also.

Moreover it can be successfully compete with our competitors in a few years ahead. This is because we saw the opportunity that this business has the potential to success in the future if we managed it very efficiently. It is because product that we offer is not well-known in Peninsular Malaysia market and will give opportunity to them.