



FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BANKING
ENT 300. FUNDAMENTALS OF ENTREPRENEURSHIP

Business Plan : MEL Furniture

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COVER LETTER

Diploma in Banking Association
Faculty of Business Management
Part 05
University Technology MARA ,Segamat,Johor
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Lecturer
Fundamental Of Entrepreneurship (ENT300)
Faculty Of Business Management
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SUBMISISION OF BUSINESS PLAN PROPOSAL (ENT 300)

Referring to the subject stated above , we would like to submit the proposal of our project paper for the subject Fundamentals of Entrepreneurship (ENT 300)

2. This business plan is focusing on producing and selling Tyre Rare that consists of two different flavors
3. We had to put our greatest commitment in order 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 also financial aspects
4. We hope that this business plan will be successful and fulfil your satisfaction . Any mistakes or lacking in any area falls fully on us and we appreciate any comments or remarkson our project in order to help us improve ourselves as well.

INTRODUCTION

Introduction

Name of the company : MEL Company

Nature of Business : Furnitures

Industry Profile : Partnership

Location of the business : Shah Alam

Date of business commencement : 1st January 2016

Factor in selecting the proposed business : To avoid unused tyres from
being abandoned

Future prospects of the business : Varieties our business to have more
other functions that can be marketed or expanded into global.

MEL FURNITURE

Marketing Plan

Introduction

MEL Company is a first-mover company . Marketing is critical to our success and future profitability. The basic market need is a high quality, creative and innovative design to attract people towards our vavavoom product.

In marketing plan, we had included the product decription, target market, market size, competition, market share, sale forecast, marketing strategies, list of marketing personnel, schedule of task and responsibility, schedule of remuneration and marketing budget.

As a first-mover company, the marketing plan is very important that we should focus to make sure that we do not have to face a lot of problem in our business. Yet, it is important to make sure we can achieve the number of target market and our sales forecast.

In order to improve the quality and the satisfaction for the customers, we have to acknowledge and study about the competitors that have been exist in our industry. Our company will also provide other facilities toward the customer.

Marketing objectives :

1. To make the MEL Company well-known in the market.
2. To get higher profitability.
3. A double digit growth rate for each future year.
4. To increase number of customers and it's loyalty.