

**UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI**

**BUSINESS PLAN:
HONEY BEE CARD**

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CONTENT**PAGE****COVER LETTER****1-2****PREFACE****3-4****ACKNOWLEDGEMENT****5-6****INTRODUCTION**

INTRODUCTION	7
PURPOSE OF BUSINESS PLAN	8
PARTNERSHIP AGREEMENT	9-10
BUSINESS BACKGROUND	11
BIOGRAPHY OF THE PARTNERS	12-15
PLAN LOCATION	16
LOGO HONEY BEE CARD	17
LOGO EXPLAINATION	18

ADMINISTRATION

INTRODUCTION	19
OBJECTIVES OF BUSINESS	20
ORGANIZATIONAL GOALS	21
ORGANIZATIONAL STRATEGY	22
ORGANIZATIONAL CHART	23
JOB SPECIFICATION	24-27
LIST OF MANAGEMENT STAFF	28
REMUNERATION SCHEME AND WORKERS INCENTIVES	29-30
REMUNERATION SCHEDULE	31
FIXTURES AND FITTING	32
ADMINISTRATION BUDGET	33

MARKETING

INTRODUCTION	34
DEFINITION	35
OBJECTIVES	36
TARGET MARKET	37-38
MARKET SIZE	39
COMPETITORS	40
STRENGTHS AND WEAKNESESS OF COMPETITORS	41
STRENGTHS AND WEAKNESESS OF HONEY BEE CARD	42
MARKET SHARE	43-45
SALES FORECAST OF HONEY BEE CARD	46

HONEY BEE CARD

MARKETING STRATEGY	47-51
MARKET ANALYSIS	52-53
MARKET SEGMENTATION	54
MARKETING BUDGET	55

OPERATION

INTRODUCTION	
OPERATION OBJECTIVES	56
OPERATION STRUCTURE	57
OPERATION PLANNING	58
OPERATIONAL STRATEGIES	59
PROCESS FLOWCHART	60
EXPLANATION OF PROCESS FLOWCHART	61
CONTRACT WITH PRINTING COMPANY	62-63
WORK CLASSIFICATION	64
OPERATION WORK FORCE	65
WORKING SCHEDULE	66
LIST OF OPERATION WORKERS REMUNERATION	67
OPERATION BUDGET	68
PURCHASES	69
LIST OF THE CARDS	70
TYPES OF CARDS DURING SPECIAL DAY	71
OFFICE LAYOUT	72
SYMBOL	73
	74

FINANCIAL

INTRODUCTION	
PROJECT IMPLEMENTATION COST	75
TABLE OF DEPRECIATION	76-77
COST FLOW	78-81
TRADING PROFIT AND LOSS	82-88
BALANCE SHEET	89-91
	92-94

APPENDIX

	95-105
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KEPADA SESIAPA YANG BERKENAAN

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PREFACE

Starting and preparing a new business involve considerable risk and effort overcomes the inertia against creating something new. In creating and growing a new business, the entrepreneur assumes the responsibilities and risks for each development and enjoys the corresponding reward. However, business people and government officials are interested in entrepreneurship is shown in the increasing research on the subject, the large number of college courses and seminar on topic and realization that this is an important topic for industrialized, development and once control economics.

Men or women, technologist or someone lacking technologist sophistication or college graduate may involve this business. The person may have been manager, student, teacher or retiree. It is someone able to judge work, family and civic responsibilities while meeting payroll.

To understand the person and process of creating or growing the business this business plan divided into five major section. Firstly, about general description of the business such as background, partners, logo, business agreement and location of project. The second part is about organizational plan include organizational chart, table of job designation and description, list of furniture, remuneration schedule and administrative budget. Thirdly, is marketing plan. It is process of planning and executing the conception, pricing, promotion and distribution of product that satisfied individual and organizational objectives such as market size, target market, competitors, market share, market strategy, marker budget and sale forecast.

Part four of this business plan is about operational plan. This plan describe the complete designing process, physical layout, equipment needed and production budget.