



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	
INTRODUCTION	✓
ADMINISTRATION PLAN	
MARKETING PLAN	✓
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

BUSINESS PLAN



PATOOTS ENTERPRISE

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EXECUTIVE SUMMARY

Committed to providing a good quality and trendiest product to all ages of Malaysian, the PATOOTS ENTERPRISE is launched and created to fulfil the needs. PATOOTS ENTERPRISE is one of the companies that will be providing hand-painted tote bags that is also multifunction. Located at Klang Valley area which is one of the places that have a huge population in Malaysia. PATOOTS ENTERPRISE committed that their products of art or hand-painted tote bags could catch the attentions of the residents at the area especially around Taman Tun Dr Ismail, TTDI.

PATOOTS ENTERPRISE vision is to strike on becoming the best tote bags company in the country and be able to compete with other company meanwhile to achieve the vision, we have created two main vision of the company that is also being supported by its objectives. Their vital mission towards our company is to create the best tote bag with high durability and as well as the trendiest product that is satisfying to our customers. This mission will be supported by the objectives which are to offer the best quality of product to customers, to achieve high level of satisfaction and also to enhance the presence of art in teenagers.

As we provide ready-made hand-painted bags, we also provide customization services to the customers as most would want their own designs on the bag. To uphold our eco-friendly approach, our products are packaged using parchment paper with our very own "Thank you" sticker to secure it. As most of the human population uses smart gadgets and have their own social media accounts, we will advertise our business on social media platforms via our Instagram as well as our Facebook page. These platforms come in handy as we can also announce our promotions such as special events or sales.

Our business hours is from Tuesday to Sunday for 7 hours meanwhile operation hours is also from Tuesday to Sunday but this time it took 10 hours. We closed our shop on Monday. The reason why do we open our shop on Saturday and Sunday is because normally our target market is on schools and working on weekdays, they will be available to stop in our shop during the weekends.

Last but not least, we hope that our company will be successful and growth in the future. We would want all of our customers to experience and satisfy with our main hand-painted tote bags product and many more upcoming products from PATOOTS ENTERPRISE.

ACKNOWLEDGEMENT

SYUKUR ALHAMDULILLAH,

In His righteous name, Allah, the most gracious and the merciful of all, we would like to give endless thanks to all people and parties that lend us their efforts and information in constructing this business plan. With His permission, we finally can complete the business plan that was given by our beloved lecturer, Madam Nor Hidayah Binti Harun. She gave us a lot of information and guidelines to ease our works and we are really grateful for that. Thank you Madam.

This business plan will be not completed without our group members' participations. Each of our team members are willing to let go their precious time to get involved in finishing our business plan.

We would like also to thank our colleagues that are willing to share some information and support each other so much in order to complete our own business plan. Last but not least, may Allah bless all of the parties that involved in our business plan. Without all of them, we cannot finish this business plan on time.

Thank You.

1.1.2 PURPOSE OF BUSINESS PLAN

We need to properly plan out any moves before making a major decision. Therefore, before we start to run our business, we should conduct on a plan on what, how, where, why and any other relevant regarding our plan. Constructing a full plan properly is one of the cruces of successful business.

The business plan that you are reading right now is constructed by PATOOTS Enterprise as a guideline for running and managing the business in general. The plan is construct due to various reasons such as:

1. Allowing us to view and analyse our purposed business plan of in objective, critical and practical manners.

With the business plan, we would have solid and well-grounded information to support our planning and decision main process. With the same plan, we hope to achieve a realistic and practical forecast of our business is actually viable or not.

2. For convincing relevant parties of the investment potential of the project.

With the business plan, it can be utilized as a form of communication tools to convince other potential investor(s) of the viability of the plan. It can also be used to compel the potential investor to finance partially or fully the cost of the plan.

3. To act as a guide line for the management of the proposed business.

The business plan can also be used as the guideline of the administration, marketing and operation to manage their department. In administration perspective, it helps to make the admin department operate smoothly. For marketing, it helps to estimate the amounts of products that is needed to produce, how to predict the sales forecast and provide marketing strategies. In operation, it helps to ensure that the products can come out with high quality and satisfy our customers. Lastly, for financial, it guides to evaluate the financial statement or financial plan.