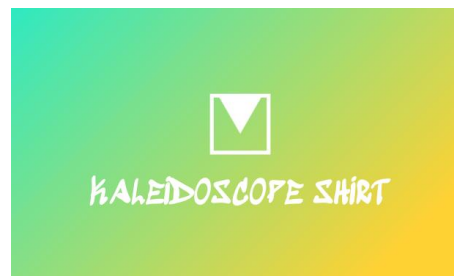




**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP  
BUSINESS PLAN**



**KALEIDOSCOPE SHIRT**

**PREPARED BY**

NO	NAME	UITM ID NO	GROUP CODE
1	ANITA SOFEA BINTI SUPPIAN	2019404544	PHM1103B1
2	AINA RIDHA BINTI MOHD JAFRI	2019240064	PHM1103B1
3	RATNA SARI DEWI BINTI ISMAIL@THEMAIL	2019296114	PHM1103B1
4	NUR HASANAH BINTI ZAINI	2019240792	PHM1103B1
5	NUR QISTINA HANIM BINTI KHAMSAN	2019200088	PHM1103B1
6	NUR ADRIANA QISTINA BINTI SHAMSOL KHALIL	2019440352	PHM1103B2

**PREPARED FOR**

LECTURER'S NAME	:	NOR HIDAYAH BT HARUN
SEMESTER	:	OCT 2020 – FEB 2021
SUBMISSION DATE	:	1 FEBRUARY 2021

**SUGGESTION FOR REFERENCE:**

OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

<b>TABLE OF CONTENTS</b>	
<b>EXECUTIVE SUMMARY</b>	<b>4-5</b>
<b>1.0 INTRODUCTION:</b> 1.1 INTRODUCTION TO THE BUSINESS 1.2 PURPOSE OF BUSINESS PLAN 1.3 BUSINESS BACKGROUND 1.4 PARTNERS BACKGROUND 1.5 BUSINESS LOCATION	<b>6-20</b>
<b>2.0 ADMINISTRATION PLAN</b> 2.1 INTRODUCTION TO THE ORGANIZATION 2.2 ORGANIZATION CHART 2.3 ADMINISTRATION PERSONNEL 2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES 2.5 SCHEDULE OF REMUNERATION 2.6 COMPENSATION AND BENEFITS 2.7 LIST OF OFFICE FURNITURE AND FITTINGS 2.8 LIST OF OFFICE EQUIPMENT 2.9 ADMINISTRATIVE BUDGET	<b>21-33</b>
<b>3.0 MARKETING PLAN</b> 3.1 INTRODUCTION TO MARKETING 3.2 INTRODUCTION TO PRODUCT 3.3 TARGET MARKET 3.4 MARKET SIZE 3.5 COMPETITORS 3.6 MARKET SHARE 3.7 SALES FORECAST 3.8 MARKETING STRATEGY 3.9 LIST OF MARKETING OFFICE: EQUIPMENT 3.10 MARKETING BUDGET	<b>34-49</b>

## **EXECUTIVE SUMMARY**

Kaleidoscope Shirt is basically a unique tie dye process that we use to produce our products. We want to develop tie dye shirts that will interest our customers to try and buy it. Our shop is located at 30, Lebuh Aceh, Georgetown, 10450, Penang. It is also near Street Art which is really popular for tourists and people around there to visit it. So, it will be a strategic location for us as a beginner business to grow up and expand it in the future. In our company, we have six employees that have been working together while establishing these products to ensure all the customers will get the high- quality product from us. Besides, one of our main objectives is to promote our tie dye product in magazines and other traditional forms of media. This is because we want more people to be knowledgeable about this tie dye shirt so that they will grab it and definitely will increase our sales. Through this way, our business will be known whether by local or tourists that came to visit Malaysia and we can expand our business operations for the international customers so our objectives will be accomplished.

For Kaleidoscope Shirt, our administration plan is important to ensure the effective operation of all the departments within the company. It also has the vision, mission and the objectives which is to establish long-term good relationships with suppliers and definitely with the customers. While the mission to create groundbreaking shirt innovations and make a positive impact in communities. Besides, our business logo and description explains each of it. It is because each of the items in it bring a different meaning which is a message that we want to deliver in our business. It also includes a schedule of tasks and responsibilities which means that each position is really important in organization and helps to ensure business is going smoothly without any crucial mistakes. This part is important so that every position will implement their task correctly for the business flow. Other than that, it contains the compensation which is salary, EPF and SOCSO that already stated in 2.6 that showed all the benefits that employees will get from it. Lastly, a list of expenditure and budget that needed in the business. It helps to make sure all the expenses are managed effectively and can achieve the main objective while serving this business. In short, this business plan will deliver all the details and information about our business. The main purpose of this business plan is to make sure all the managers are on the same page to make the business succeed. This business plan will act as our guideline to pursue the same vision and mission of our partnership business.

Moreover, marketing plan for Kaleidoscope shirt is contain an information about our marketing objectives which is our target that we want to achieve in future and the introduction of our product same goes as the market area of business location which is chosen based on the most popular area to tourist to ensure that Kaleidoscope shirt customer can easily find our store. In these marketing plans we also segment the market from geography, demographic and psychographic to help us see the market segmentation more widely and then we can easily analyse the target market and our competitors' analysis. Which means we can know our competitors' strengths and weaknesses and can make it as our opportunities. Other than that, these marketing plans contain information about the old market share and the latest market share after our store entrance, Kaleidoscope shirts receive 10% market share in total which is RM1,217,700 per year. Thus, other than stating our sales forecast in marketing plans, we also contain our various marketing strategies such as our product strategy, distribution strategy and promotion strategy. In marketing plans, promoting is the main important item to attract customers. Kaleidoscope shirts were using advertising such as giving our brochure and instafamous service as our main strategy and sales promotion to attract customers is depending on people's interest which is Friday sales. In sum, it also has a list of marketing offices to ensure that when we calculate the marketing budget the total will be right without any mistake.

In our company, the operations plan is to ensure that business delivers the best quality of cloth to the customer, product can attract more customers to achieve growth and produce products that archive the requirement expected by the target market. There are 3 more, that state at 3.1.1. The process chart is a systematic representation of the step-by-step sequence that takes place in a production process or service and it uses five universally recognized symbols as referred to ASME Standard for Process Chart. It can be seen at 3.2.1. Besides, the average sale forecast per month, number of outputs per month, number of working days and the amount of output produced per day. All this can be seen at 3.4 in production planning. Next, the materials planning that have the raw materials required list, the bill of materials and the quantity of raw material required that have the quantity, safety stock (10%), total requirement, price/unit (RM) and total cost (RM). Moreover, all the machine and equipment is listed on 3.6 which is in machine and equipment planning. In our company the business hours refer to the time the business is open to the customer. Operations hours refer to the hours the workers have to work. Furthermore, the operation budget is fixed assets and other expenditure. Lastly the implementation schedule that has activities, deadlines and duration.

## 1.0: INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

1. Name of Business : Kaleidoscope Shirt
2. Business legal entity : Partnership
3. Nature of Business : Product
4. Business location : 30, Lebuah Aceh, George Town, 10450 George Town, Pulau Pinang, 10450, Penang
5. Date of commencement : 12 December 2020

#### 6. Factors in selecting the proposed business:

- a) Price : Affordable price for up to-date product
- b) Purpose : To fulfil the demand of our customers
- c) Product : Multiple design and colour of tie-dye t-shirt
- d) People : Focusing on high-learning student and teenagers as the major target market

#### 7. Future prospects of the business:

- a) To be a well-known company of tie-dye in Malaysia
- b) To conquer the tie-dye market in the country
- c) To engage with a loyal customer and find a good supplier