



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEUSHIP

BUSINESS PLAN

RE-COLLECTION COMPANY

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SEPTEMBER 2016

<b><u>TITLE</u></b>	<b>PAGE</b>
<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>ACKNOWLEDGEMENT</b>	<b>2</b>
<b>INTRODUCTION</b>	<b>3</b>
<b>COMPANY BACKGROUND</b>	<b>4</b>
<b>PARTNER BACKGROUND</b>	<b>5 - 10</b>
<b>PARTNERSHIP AGREEMENT</b>	<b>11 - 12</b>
<b>PARTNERSHIP AUTHORIZED SIGNATURED</b>	<b>13</b>
<b><u>2.0 ADMINISTRATION PLAN</u></b>	<b>14</b>
<b>2.1 . BUSINESS VISSION, MISSION AND OBJECTIVE</b>	<b>15</b>
<b>2.2 . ORGANIZATION STRUCTURE</b>	<b>16</b>
<b>2.3 . ADMINISTRATION PERSONNEL</b>	<b>17</b>
<b>2.4. SCHEDULE OF TASK AND RESPONSIBILITIES.</b>	<b>18 - 19</b>
<b>2.5. SCHEDULE REMUNERATION</b>	<b>20</b>
<b>2.6. OFFICE FURNITURE AND SETTING</b>	<b>21 - 23</b>
<b>2.7. ADMINISTRATION BUDGER</b>	<b>24</b>
<b><u>3.0 MARKETINF PLAN</u></b>	<b>25</b>
<b>3.1.MARKETINGOBJECTIVE, PROFITOBJECTIVE,PRODUCTOBJECTIVE</b>	<b>26 - 28</b>
<b>3.2. BUSINESS DESCRIPTION</b>	<b>29</b>
<b>3.3. TARGET MARKET</b>	<b>30</b>
<b>3.4 . SITUATIONAL ANALYSIS</b>	<b>31</b>
<b>3.5 MARKET SIZE</b>	<b>32</b>
<b>3.6. MARKET SHARE</b>	<b>33</b>
<b>3.7. SALES FORECAST</b>	<b>34 - 35</b>
<b>3.8. MARKET STRATEGY</b>	<b>36 - 40</b>
<b>3.9. MARKET PERSONNEL</b>	<b>41</b>
<b>3.10. MARKET BUDGET</b>	<b>42</b>

<b><u>4.0 OPERATIONAL PLAN</u></b>	<b>44</b>
<b>4.1. OPERATIONAL OBJECTIVE</b>	<b>45</b>
<b>4.2. PROCESS PLANNING</b>	<b>45 - 48</b>
<b>4.3. OPERATIONAL LAYOUT</b>	<b>49 - 51</b>
<b>4.4. MATERIAL PLANNING</b>	<b>52 - 53</b>
<b>4.5. MACHINE AND EQUIPMENT PLANNING</b>	<b>54 - 57</b>
<b>4.6. MANPOWER PLANNING</b>	<b>58 - 59</b>
<b>4.7. OVERHEAD REQUIREMENT</b>	<b>60</b>
<b>4.8. LOCATION PLANNING.</b>	<b>60 - 61</b>
<b>4.9. BUSINESS OPERATION PLAN</b>	<b>62</b>
<b>4.10 LICENCES AND PERMIT</b>	<b>63 -64</b>
<b>4.11 OPERATION BUDGET</b>	<b>65</b>
<b>4.12 IMPLEMENTATION SCHEDULE</b>	<b>66</b>
<b><u>5.0 FINANCIAL PLAN</u></b>	<b>67</b>
<b>5.1. FINANCIAL RSPONSIBILITIES</b>	<b>68</b>
<b>5.2 FINANCIAL PLAN OBJECTIVE</b>	<b>68</b>
<b>5.3. PURPOSE OF FINANCIAL PLANNING</b>	<b>69</b>
<b>5.4 IMPORTANT OF FINANCIAL</b>	<b>69</b>
<b>5.5 FINANCIAL STRATEGIC</b>	<b>69</b>

## **EXECUTIVE SUMMARY**

The name of our company is RE-COLLECTION. RE-COLLECTION is a business that provides product to the customer. Our product is more to accessories. Our company was located at Oceanus Waterfront mall Kota Kinabalu.

The future prospects of our business are people around Sabah and at the same time we focused more to teenagers and children. Other than that, we also focus on tourists that come to Sabah. This is because the place that we choose is a strategic location seems that our location is in the Oceanus Waterfront complex mall so it can attract local people and tourists since they like go to Complex mall rather than go to small shop.in addition, the place that we choose is near with the beach. Hence, it's like an opportunity to us because we can attract a lot of people at the beach to buy our accessories. Besides that, there are a lot of teenager and children especially female which interested to the accessories to fulfill their desire in lifestyle. Our target toward this business is to achieve the high profit and become a successful business at future.

In order to make this project, we are providing RM50 400.00 as our capital to start the business. We expected to start our business on 1 July 2017.

## **INTRODUCTION**

The name of our business is Re-collection. We purposely choose Re-collection as the name of our company because we have a high interest in make accessories using concept of 3R which are reuse, reduce, and recycle to be sold in the market. The nature of our business is based on accessories that having a lot of designs. Since our business main product is bracelet that have 3R concept (reuse, reduce, recycle), we have use a bottle and other used materials as our main materials to make the bracelet.

Our business will be located at Oceanus Waterfront mall. We have found this area is very suitable with our business seems that this place was located in the strategic place where there is a lot of people and tourists went to Oceanus Complex mall and beach near to our location. The place for our business that we have selected can easily noticed and seen by people whereby as mention in our target market, It is close to social entertainments which there are a lot of working people, college students, tourists and university students that spend their time to go this complex mall to release their tension.

Re- collection is a place that people can get a nice, beautiful, and cheap price of accessories below RM10 such as bracelet, ring in which we make the products based on 3R concept. We have provided a lot of designs in our accessories.

The purpose in build this business is to provide accessories based on 3R concept. Indirectly, it will help in controlling our environment because we will use used materials like bottle to make our product. Last but not least, we want to make sure that the people are having satisfied with our product.