



اَوْبَهُوْ سَيِّدِي تَيْكُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



DFM EMPIRE

BUSINESS PLAN

FACULTY : FACULTY OF BUSINESS MANAGEMENT
PROGRAM : HUMAN RESOURCE MANAGEMENT
PROGRAM CODE : BM243
COURSE : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT530
SEMESTER : DECEMBER 2017
GROUP NAME : DFM EMPIRE
GROUP MEMBERS: -
1- NORIKMAN FITRI BIN NORDIN (2016575735)
2- NUR HIDAYAH BINTI MEHAT (2014902351)
3- FATIN NABILAH BINTI SA'ARI (2014737491)
SUBMITTED TO : PUAN ZANARIAH BINTI ZAINAL ABIDIN
SUBMISSION DATE : 10 DECEMBER 2017

1.1 EXECUTIVE SUMMARY

Our company registered the above name DFM Empire, and located at Putra Height, Selangor. Our company provide any gift for any events. Our business opened to all community, but focused on groom, bride and others. Our goal is to help those who need our products and services and expand our empire in Malaysia

The total capital needed is RM80,674. This business based on partnership where it is consist of (3) three members of shareholder in DFM Empire, where the total contribution of each member is RM14,600.

Based on the objectives above, we are venturing into food industry. Goodies production has the potential of being a profitable business if it is done in modern way with large scale and systematically managed. We will expect that our business will become more developed in the near future because with the new innovation in our business, the demand will increase not only during any occasion but it might be a new daily snack. This will give more advantages for us to make our product more profitable and stable in the long run.

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1.2 INTRODUCTION

1) Business Form

Our business operation and administration will base on the Business Registration Act 1956(revised 1978) and our business carry on the partnership.

2) Business Location

DFM Empire

No 09-02-12

Apartment Orkid

Jalan Pluto U5/138

Subang Bestari,

40150 Shah Alam

Selangor.

3) Reason

To provide a product (Gift) in international market.

4) Partners Position :

NAME POSITION

1) NORIKMAN FITRI BIN NORDIN

(GENERAL MANAGER)

2) NUR HIDAYAH BINTI MEHAT

(MARKETING MANAGER)

3) FATIN NABILAH BINTI SA'ARI

(ADMIN & FINANCIAL MANAGER)

1.3 PURPOSE

1.3.1. The Entrepreneurs (DFM Empires managers)

To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.

1.3.2. Financial Institutions

Assist and help the financial institution to evaluate the capability of the proposed project.

1.3.3. Suppliers

Help convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long term business arrangement.

1.3.4. Company Staffs / Workers

Help workers to understand the business goals and objectives and give a guideline to them regarding their job duties and responsibilities.

1.3.5. Customers

Persuading and influencing our customers about the products and services offered and providing confidence and confidence to them to have business with us. In addition, the ultimate goal for the company's development of DFM Empire is to develop the talent and creativity we have and to trust our customers. We are pleased to make this DFM Empire a great and soaring business in business. So, people will be more interested in dealing with us and believe in the products and services we provide. With traditional or modern invasions, we believe in increasing sales and trust the public to deal with us.