

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



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SUBMISSION DATE	:	12 TH . JULY – 15 TH . JULY 2021

TABLE OF CONTENT

EXECUTIVE SUMMARY		1
INTRODUCTION		
1.1	Project Overview	2
1.2	Owner Description	3 – 6
2.0 ADMINISTRATION PLAN		
2.1	Business Vision, Mission & Objectives	7
2.2	Organization Chart	8
2.3	Administration Personnel	9 – 10
2.4	Administrative Budget	10
2.5	Term and Condition of Employment	11 – 14
3.0 MARKETING PLAN		
3.1	Marketing Plan	15
3.2	Product Description	15 – 21
3.3	Market Analysis	22 – 23
3.4	Market Shares Before Entering the Market	24
3.5	Market Shares After Entering the Market	25
3.6	Product Strength and The Difference Between Other Application	25
3.7	Sales Forecast	26
4.0 OPERATION PLAN		
4.1	Operation Objectives	27
4.2	Server Room Planning	27 – 30
4.3	Operation Hour	31
4.4	Operation Budget	32
4.5	Implementation Schedule	32
5.0 FINANCIAL PLAN		
5.1	Financial Objectives	33
5.2	Project Implementation Cost & Sources of Finance	33
5.3	Loan amortization repayment schedule & Hire purchase repayment schedule	34
5.4	Non-current assets depreciation schedule	34 – 36
5.5	Pro forma Cash Flow statement	36
5.6	Pro forma Income Statement	37
5.7	Pro forma Balance Sheet	38
5.8	Financial Analysis	39
5.9	Financial Graph	40
6.0 BUSINESS MODEL CANVAS (BMC)		41
7.0 Conclusion		42
APPENDICES		

Gamers Youth
Diploma in ELECTRICAL ENGINEERING
Universiti Teknologi MARA (UiTM)
Permatang Pauh
PULAU PINANG

11th July 2021

Madam Shaira
Lecturer of Fundamental of Entrepreneurship (ENT300)
Faculty of Business and Management
UiTM Pulau Pinang

Dear Madam,

SUBMISSION OF THE BUSINESS PLAN

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is particularly manufacturing and selling the Tote Bags located in Bukit Kemuning Light Industrial Park, Shah Alam, Selangor. Our company's name is Gamers Youth. Our business is a partnership set up with the following business partners and address:

Partners:

1. MUHAMMAD IMRAN BIN DAING (2019222638)
2. MUHAMMAD SAFUAN BIN AZRUL AFFENDI (2019278776)
3. MUHAMMAD THAQIF HILMAN BIN MOHD AZLI (2019260784)
4. MUHAMAD IRFAN BIN AHMAD SUHKRI (2019223276)

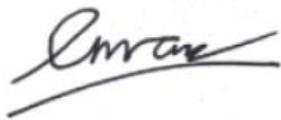
Business address:

Jalan Kipas 32/8, Seksyen 32, Bukit Kemuning Light Industrial Park, Shah Alam, Selangor.

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT 300). We also hope that our business plan can provide some benefits to the other people as a reference material for the future.

Sincerely,



MUHAMMAD IMRAN BINDAING

Administrative Manager



MUHAMMAD IRFAN BIN AHMAD SUHKRI

Marketing Manager



MUHAMMAD SAFUAN BIN AZRUL AFFENDI

Operations Manager



MUHAMMAD THAQIF HILMAN BIN MOHDAZLI

Financial Manager

Executive Summary

This business is based on partnership where it consists have 4 members which hold their own position which is crucial to the company the positions are General Manager, Administrative Manager, Operational Manager, Marketing Manager, and Financial manager. Our company is a service company where we made an application a service to our customers. Our team decided to make application service is because after doing market analysis, our team realize that there is a lack of educational app for middle schoolers. The market size for educational application is big which is MYR 15.28 Million and the prominent app in the market is U-Dictionary, Google Classroom, Duolingo, Kahoot and Quizlet. Our team plan to get 5% of the market shares when our application enters the market.

Continuing on with the information of our service/product. Our application is called Pro Sejarah. As in the name, our application specialize in History subject. History subject is a subject where student have to learn a lot of facts, and at school student have to go through 1 hour straight of continuous input facts which may lead to students getting bored or even worse become less interested about this subject. To counter way this implication, another way of learning this subject must be made. This is when our application comes in play, our application utilize the gamification of education which have proven its effectiveness throughout its existence. By using our application, not only it attract students to learn more about history subject but also making them have more motivation to learn it and compete in getting high score with their peers.

In conclusion, our business not only brings profits to us but also the customers. Our team predict that our service will bring a huge impact to the market and will give back a huge profit for our company. Our marketing team forecasted that our sales each month will an average or MYR 210 000 and total up in the first year would be MYR 2.52 Million and it will increase for 10% by our 2nd year and 15% by our 3rd years of service. Overall, our service will bring positive implication to users and thus, indirectly increase the quality of education quality.