



اَبُو سَيِّدِي تَنْكُو لِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



SUKI THARWAH ENTERPRISE

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of four members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Each person has their own responsibilities to ensure that this company will grow into a successful business.

Our business will be produced in our own factory and it will be sold at a supermarket, online stores and from our own website. The product sold could also be bought internationally as we could provide international shipping to those who are living outside of Malaysia.

1.0 INTRODUCTION

1.1 Business Description

- Product name : SThermos
- Business address : Kota Damansara, 47810, Petaling jaya, Selangor.
- Business nature : Vacuum flask industry

1.1.1 Factors in selecting proposed business

- Low number of competitions in the country.
- Potential of becoming a leading company in this industry.
- Innovation from the original vacuum flask.

1.1.2 Future prospects

- Leading company in selling vacuum flask in Malaysia.
- Compete with international brands.
- More innovative products for different types of events.

1.1.3 Purpose of business plan

- The purpose of this business plan is to learn how to manage a business as a team and every role in this business team is done accordingly to accomplish the vision, mission and objective of this company.
- To see a clear path on how this business works and what it can achieve in the future.

2.0 ADMINISTRATION PLAN

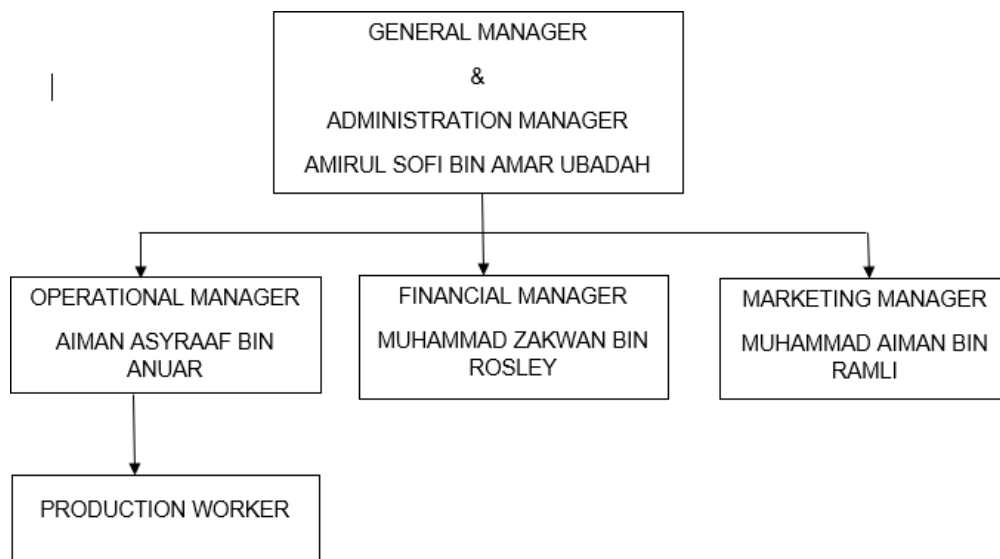
2.1 Vision and Mission

1. Vision : Increase the number of personnel by 15% annually.
2. Mission : Every personnel to get training courses by the first month of employment.

2.2 Objectives

To provide training courses for each personnel so productivity could be increased by 10% annually.

2.3 Organization chart



2.4 Administrative Manpower Planning

NO	POSITION	NO. OF PERSONNEL
1.	GENERAL MANAGER	1
2.	ADMINISTRATION MANAGER	
3.	MARKETING MANAGER	1
4.	OPERATIONAL MANAGER	1
5.	FINANCIAL MANAGER	1
6.	PRODUCTION WORKER	15