



UNIVERSITI TEKNOLOGI MARA
FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDIES

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
GREEN & CO.

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INTRODUCTION

GREEN & CO. is a green house design that located in 1st floor B24 shopping mall Suria Sabah, Kota Kinabalu that allow the entire family such as married couple, single mother or father and family to have a interested of renovate or design their house or certain place such as dining room, bed room based on concept eco-friendly furniture and green house concept.

GREEN & CO are also accept appointment as well as walk-in but we only accept walk-in only 15 costumer in one day. This is because we are focused on the costumer's needs and wants and very important of eye on eye to them.

People across Malaysia have decided to use our service when their want to fulfill their needs. For example, to have their design or to make their appearance through different eco-friendly design. Our company has foresee this opportunity to provide the finest , elegance, simply , and highest quality of furniture and design house or certain place despite their needs and wants. This has shown that GREEN & CO has the caliber to be one of the most successful green house in Sabah and Sarawak.

We as a GREEN & CO. has saw this opportunity that this business has the potential of success provided that it is handled efficiently. The people always needed to take care or their house because, it is reflect of yourself, and to make them feel comfortable and feel more confidence and also to make them more happier and less stressful .GREEN & CO sees this as a way to prosper this market by taking advantages of all these people's needs and wants.



Meaning of our logo is the green concept which is using the colour of green in logo the fingerprint are is represent the handwork, teamwork, friendship of our members to fulfil the needs and wants of customer. The tree n leaf deigns as the eco-friendly that we using to design their house.

PURPOSE

This business plan is prepared because to convince venture capitalists, investor and banker in order to raise capital and obtain support for the venture. We need investor to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so the GREEN & CO. will get the financing it needs in order to start a business. the loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Green & co. has asked from MAYBANK for a loan up to RM150,000 so that it can build itself in this business. The other is RM300,000 will be form the accumulated capital provided by each shareholder in the company. Each shareholder in the company has agreed to contribute RM50,000 each.

The financing will be used to purchase a start up assets like eco-friendly furniture equipment, other furniture and fittings, store front and art work, advertising and many more. We can get all this item from our trusted supplier and they has agreed to provide a best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Green & co. has all the ingredient to be one of the best in the business. We have set out our entire in order to be successful. This business plan will includes company background, marketing strategy. Operation plan, organizational plan, and the most important is financial plan of the business.

Green & co. will fulfil utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. GREEN & CO. is completely confident that it will be used to pay the loan back including the interest payment in the loan given.