

UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

BEYOND INFINITY PHOTO BOOTH SDN. BHD.

PREPARED BY

MOHAMAD AL-AZIM BIN ABDUL THANI	2013213924
AFFIFAH ATHIRAH AINI	2013253026
MAYAMIN SYAMIMI BINTI MOHD SHUKRI	2013290446
ERNEST CHRISTY VENANTIUS	2013842024

23 MARCH 2015

CONTENT	PAGES
Cover Letter	1
1.0 Introduction	3
1.2 Executive Summary	4
1.3 Purpose of Business Plan	5
1.4 Company / Business Background	6
1.5 Partners Background	7
1.6 Partnership Agreement	13
2.0 Administration Plan	15
2.1 Introduction to the Organization	15
2.2 Administration Manager Structure	16
2.3 Vision	17
2.4 Mission	18
2.5 Objective	19
2.6 Company Location	20
2.7 Business Shop Lot	21
2.8 Strategies for Business	22
2.9 List of Administration Personnel	23
2.10 Schedule of Task and Responsibilities	24
2.11 Schedule of Remunerations	25
2.13 List of Equipment	26
2.14 List of Furniture	27
2.15 List of Stationary	28
2.16 Administration Budget	29
3.0 Marketing Plan	30
3.1 Introduction to Marketing Plan	30
3.2 Market Objectives	31
3.3 Service Description	32

3.4 Target Market	3
3.5 Market Size	36
3.6 Competitors	37
3.7 SWOT Analysis	38
3.8 Market Share	39
3.9 Sales Forecast	41
3.10 Marketing Strategies	42
3.11 Marketing Budget	49
4.0 Operational Plan	50
4.1 Operational Objectives	51
4.2 Operational Strategies	52
4.3 Process Planning	53
4.4 Process Flow Chart	54
4.5 Operations Layout	56
4.6 Production Planning	58
4.7 Material Planning	61
4.8 Materials Requirement Schedule	62
4.9 Machine and Equipment Planning	65
4.10 Operation Personnel	66
4.11 Schedule of Remuneration	67
4.12 Overheads Requirement	68
4.13 Location Plan	69
4.14 Business and Operations Hours	70
4.15 License, Permits and Regulations Required	71
4.16 Operations Budget	72
4.17 Implementation Schedule	73
5.0 Financial Planning	74
5.1 Input	75

5.2 Project Implementation Cost & Source of Finance	79
5.3 Budget	80
5.4 Tables	82
5.5 Cash Flow	86
5.6 Income	87
5.7 Balance Sheet	88
5.8 Financial Ratio Analysis	89
5.9 Graph	90
6.0 Appendices	92

## 1.2 Executive Summary

Beyond Infinity is a new company that operated in Malaysia. The name of this company is come out from the imagination by our company members. It shows that how we positioning our services in customer's mind until they can remembering our company's name, simple and easy to pronounce.

As for the business, we are providing a special creativity in making photo booth.

We are starting the business with the total capital of RM100, 000. We have four workers that is general manager who is also administration manager, operational manager, marketing manager and lastly is financial manager.

Our target market is for all of the customers' level ages and from all income level.

Our company is **Beyond Infinity Photo Booth SDN. BHD.** Our business are located at Kota Kinabalu, Sabah. Our business start operating on 1 November 2014. Our company is basically providing Photo booth services. We are portable photo booth for hire in Kota Kinabalu, Sarawak and Labuan. It was for a range of events such as weddings, parties, exhibitions, corporate events and many more. Our photo booth was specially made by a reputable photo booth manufacturer in the USA and also manufactured from durable commercial grade materials designed for high traffic use.

There are few reasons why we choose this particular business, which are:-

- Photo booth are becoming increasingly popular at weddings and all types of functions.
- To help them capture a beautiful moment in a picture.
- To help them get instant photo at the functions.