



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
DREAM CYCLING REVOLUTION

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Executive Summary

Dream Cycling Revolution is a (DCR) is a start-up bicycle manufacturing company establishment located in Tanjung Aru, Sabah. Dream Cycling Revolution expects to catch the interest of regular loyal customer base with its unique and customizable fixed gear bicycles. The company plans to build a strong market position in the town, due to being the first company that sells customizable fixed gear bicycles and mild competitive climate in the area.

Dream Cycling Revolution offers attractive high quality and smooth riding bicycles to the market exclusively handmade to each customer with its own personal touch..

The Company

Dream Cycling Revolution is incorporated in the state of Sabah. It is shared equally and managed by four partners.

Mr Daniel Anthony Kiob has extensive knowledge in the bicycle industry due to having taken part in local and international bicycle level competitions since the age of 12 years old. In addition, Mr Daniel was previously part of the general committee for the Malaysian National Cycling Federation as well as having previously work as personal assistant of the owner of 88 Bicycles. Ms Rachel M Alliu brings experience in the area of operations, including a stint as an assistant operations manager for Mad Bike KK. Mr Mathew Jared however has substantial knowledge in the area of marketing, having previously sold marketing plans to small but successful local companies as side income. Lastly is Mr Joshua Francis Luan who is an expert in the area of accounting and finances, having been regarded by most accounting lecturers of UiTM Sabah as a future prospect of handling accounts and cash flows.

Products and Services

Dream Cycling Revolution offers a unique range of fixed gear bicycles, all from high quality materials imported from United States of America and Japan. Dream Cycling Revolution caters to all of its customers by providing each customer with the ability of letting them select the colours and style of their fixed gear bicycles as well as adding in graphic designs that would allow their bicycles to show a very loud personality.

Vision

To be the most popular brand of fixed gear/single speed bicycles in Malaysia

To open up branches of Dream Cycling Revolution in every state of Malaysia.

To create a community of avid fixed gear bicycles in Malaysia.

Mission

To provide the highest quality, attractive and smooth riding fixed gear bicycles exclusively for each customer

To provide customer involvement into making their dream bicycles.

To operate at a profitable rate while ensuring harmful chemicals are stored and disposed responsibly to avoid harm to the environment.

Objective

Our commitment is to offer quality fixed gear bicycles and to support both the local and greater riding community of fixed gear bicycles.

Financial Considerations

Dream Cycling Revolution plans to raise RM200,000 of its own capital. This provides the bulk of the current financing required.

Dream Cycling Revolution anticipates sales about RM555,000 in the first year, RM610,500 in the second year, and RM666,000 in the third year of the plan. Dream Cycling Revolution should break even by the ninth month of its operation as it steadily increases its sales. Profits for this time period are expected to be approximately RM92,328 in year 1, RM101,561 by year 2, and 110,794 by year 3. The company does not anticipate any cash flow problems.