

**BUSINESS PLAN TSTRAW**

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**FACULTY** : FACULTY OF BUSINESS AND MANAGEMENT  
**PROGRAMME** : BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE  
**GROUP** : M1BA2424A  
**COURSE** : PRINCIPLES OF ENTREPRENEURSHIP  
**COURSE CODE** : ENT530  
**SEMESTER** : OCT 2021 - FEB 2022  
**GROUP NAME** : TSTRAW COMPANY  
**GROUP MEMBERS** : NUR IZZI BINTI IDRIS (2020988109)  
NURUL SYAFIQAH BINTI ZAKARIA (2020957429)  
NUR ALIA FARHANA BINTI A.RAHMAN (2020988155)  
NUR AIMIE KAMALIA BINTI KAMALROZAMAN (2020964989)  
NIK SHAHEERA AZFAREEDA BINTI NIK SHAMLAN (2020738883)

**SUBMITTED TO:**  
**MADAM ZAINAH BINTI JALIL**

**SUBMISSION DATE:**  
**23 JANUARY 2022**

## LETTER OF SUBMISSION

Bachelor of Business Administration (Hons.) Finance  
Faculty of Business and Management,  
MARA University of Technology,  
Melaka Branch Melaka City Campus,  
110 Off Jalan Hang Tuah,  
75350 Malacca.

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Madam Zainah binti Jalil,  
Lecturer of Principles of Entrepreneurship (ENT530),  
Faculty of Business and Management,  
MARA University of Technology,  
Melaka Branch Melaka City Campus,  
110 Off Jalan Hang Tuah,  
75350 Malacca.

23 January 2022

Dear Madam,

### **SUBMISSION OF BUSINESS PLAN**

Referring to the matter above, Tstraw Company would like to submit our business plan for your review, evaluation, and references. Tstraw Company also includes the details of the partners as well as the business address.

2. Details of the partners as follow:

Nur Izzi binti Idris	2020988109
Nurul Syafiqah binti Zakaria	2020957429
Nur Alia Farhana binti A.Rahman	2020988155
Nur Aimie Kamalia binti Kamalrozaman	2020964989
Nik Shaheera Azfareeda binti Nik Shamlan	2020738883

3. Business address:

Seksyen 14, Petaling Jaya, Selangor.

4. Hereby, we are delighted to submit this business plan. We hope that our business plan will meet your requirements for our Principles of Entrepreneurship (ENT530) course.

Thank you.

Your sincerely,

.....  
NUR AIMIE KAMALIA BINTI KAMALROZAMAN  
General Manager of Tstraw Company

## TABLE OF CONTENTS

<b>LETTER OF SUBMISSION</b> .....	<b>i</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iii</b>
<b>LIST OF TABLES</b> .....	<b>vi</b>
<b>LIST OF FIGURES</b> .....	<b>vii</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>viii</b>
<b>1.0 COMPANY PROFILE</b>	
1.1 Organization Background .....	1
1.2 Organization Logo/ Motto .....	1
<b>2.0 ENVIRONMENTAL INDUSTRY ANALYSIS</b>	
2.1 Overall nature of the industry, including sales and other statistics.....	3
2.2 Note trends (Environmental and business trends) and demographics, as well as economic, cultural, and governmental influences .....	3
2.3 Key success factors.....	4
<b>3.0 DESCRIPTION OF VENTURE</b>	
3.1 Opportunity.....	6
3.1.1 Details of each product or service.....	6
3.1.2 What problem will Tstraw’s product solve?.....	7
3.1.3 Value Proposition .....	7
3.1.4 Why Tstraw will be successful? .....	8
3.1.5 Customer demand.....	8
3.1.6 Competition.....	8

## EXECUTIVE SUMMARY

Tstraw is a partnership business comprising five partners. All partners hold five key positions in the business namely General Manager, Administrative Manager, Marketing Manager, Operations Manager and Finance Manager. The partnership was established on November 20, 2021. Tstraw financed the business using personal contributions from partners amounting to RM 50,000 each and from bank loans. All partner contributions and bank loans are used to support the capital and expenses of our start-up business. We also plan to use the funds to purchase all the equipment to operate the business.

Tstraw Company conducts its business in Section 14, Petaling Jaya, Selangor. This location was chosen because it is surrounded by shopping mall area and this area is an easily accessible area as there are many public vehicles. The concept of this business is to supply biodegradable straw to customers in addition to providing high quality consumer-friendly and environmentally friendly products. The uniqueness of our business is that Tstraw provides three types of straws with different materials that we called them as Straw Troopers. The types of straw we provide are stainless steel, bamboo and glass. All types of straws will be packed together with a clean brush in the small pouches. Tstraw ensure that the package must be easy for customers to take anywhere.

This location is said to be strategic because it is close to restaurants and also housing estates. Therefore, Tstraw's target market is any restaurants and residential areas that need biodegradable straw around Petaling Jaya. Through research, there are many restaurants operating around here and in addition there are no straw suppliers around here. So Tstraw believes we will be able to stabilize ourselves by focusing on this target market. In addition, Tstraw also provides delivery services for the convenience of customers and also give them discounts. With the increasingly sophisticated age, customers can also find Tstraw products online.

Although Tstraw has no closest competitors but because this business is a newly established business, Tstraw still has possible competition where people around are more comfortable with the product than existing straw competitors in the market. So Tstraw took the time to build a business to conquer the market. We believe we are able to compete with competitors because we have been able to identify the weaknesses of competitors that we are able to overcome.

## 1.0 COMPANY PROFILE

### 1.1 Organization Background

- a) Name of the Organization: tstraw
- b) Business Address: Seksyen 14, Petaling Jaya, Selangor
- c) Website/e-mail address: officialtstraw@gmail.com
- d) Telephone Number: 011-0000000
- e) Form of Business (Partnership/ Private Limited Company): Partnership
- f) Main Activities: Biodegradable straw
- g) Date of Commencement: 21 OCTOBER 2021
- h) Date of Registration: 20 NOVEMBER 2021
- i) Name of Bank: MAYBANK BERHAD
- j) Bank Account Number: -

### 1.2 Organization Logo/ Motto

Logo/Motto
 <p>The logo for Tstraw Company features the word "tstraw" in a bold, lowercase, sans-serif font. The letter "t" is stylized with a vertical line extending upwards and a horizontal line extending to the right, resembling a straw. Below "tstraw" is the word "COMPANY" in a smaller, uppercase, sans-serif font. The entire logo is enclosed in a rounded rectangular border with a green gradient.</p>
<p>Figure 1: Tstraw's logo</p> <p>Tstraw's name was simplified from three straws. It shows that we are selling three types of biodegradable straws. The types of straw are glass, stainless steel, and bamboo. The green color represents our hope for a better future environment. The rectangular shape represents strength and effectiveness. Tstraw wants to show that we are able to compete with our own capabilities.</p>

Table 1: Logo / motto of Tstraw