



اَوْنَبُوْرَسِيَّتِيْ تِيَكُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARAJ



## BUSINESS PLAN

### SFA MURMURSHOP

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS PLAN

FACULTY&PROGRAMME: BUSINESS MANAGEMENT & ADMINISTRATION

(FINANCE)

SEMESTER	: 4- BM2424A1
PROJECT TITLE	: CASE STUDY OF THE CAP CITY (SABAH)
GROUP MEMBERS	: 1. AHMAD FARIS BIN YAHYA (2016668628) 2. MOHD ARSYAD HAIDHAR BIN NORMAN (2016668762) 3. SITI SAHARA BINTI ABDUL RASHID (2016651422)
LECTURER	: SIR CYRIL SUPIAN

## INTRODUCTION

The fashion industry is getting wider; we can see that a lot of clothing store is opened at the shopping mall. On the top of that buy and selling clothes is not only available in the store but also available online. We can see that there are many people success by doing online business, the medium like social media like Facebook and Instagram is really helping in assisting online business. As we observe the market, we see that there is a lot of clothing and shoes outlet and we see the opportunities in the cap industry.

We select this industry because we see that there is a big opportunities that we can take. We can see the demand for this industry but there is less supply and it also make people do not have many choices to select their cap. Since there is good technology, we start our business online. SFAmurmurshop is an online shop that sells cap on Facebook and Instagram. We agree to become a partner consist of three people with a provided capital equally.

Moreover, we are selecting our product based on the good design with high quality. Our objective is to sell affordable cap at the same time with high quality. We sell various type of cap such as baseball cap, snapback cap, round cap, bucket hat and many more. The cap that we sell is based on the trend and the demand from customer.

Our vision is to be the top online cap shop and also to be the leader in this industry. Our target for the future is we want to open an outlet so our customer can take a look at our product and we also hoping that we can produce our own cap design, so that we can be maintain in this industry.

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## 1.0 EXECUTIVE SUMMARY

SFAmurmurshop starting with online business we choose to sell caps as we see an opportunities in this industry. We sell various type of cap such as baseball cap, snapback cap, round cap and bucket hat. We choose our product based on the new trend. Our target market is an individual with a group of age from 15 and above. In this industry there are many competitors in online business and for the outlet here in Kota Kinabalu there is The Capcity, Tiptop Bandit and other popular outlet. Moreover the night market also is one of our competitors. In the beginning of our business we target that we can sell 10 caps every month and it will be increase if the market is good. The management of this business we will divide a task for each of our partners, for handling the stock and advertisement will be done by Ahmad Faris, the sales, promotion and the posting in social media is handle by Mohd Arsyad and the financing and accounting will be handle by Siti Sahara.

Date of Registration: 30<sup>th</sup> November 2017

Number of Registration: 1/NC6963/2017

Initial Capital: RM 120

Name of Bank: CIMB Bhd



Figure 1 Temporary Logo

## 4.0 DESCRIPTION OF VENTURE

### Opportunity

#### 1. Nature of business

SFAMurmurshop is a partnership business that consists of three member which is Ahmad Faris, Mohd Arsyad and Siti Sahara. We share a same number of capital and we agree to share profit and losses.

#### 2. Problem solving

Before we choose this business we do some research to the market, we can see that the fashion industry is rapidly growth but there is less cap shop that can sell cap with a good quality and affordable price.

#### 3. Value proportion

We sure that we can complete the demand in the market and we are very sure that we will get a good place in this market.

#### 4. How our company can be successful

In the beginning of our business we will sells a product which we ordered from many manufacturer so we can get a low cost product with high quality. We also will order the product from our selected foreign supplier that has good technology in producing the product. In the future we are planning to have our own machinery so that we can produce our own goods so we can cut our cost of producing the product. By having our own machine we also can do a design that can be introduce to the market.

#### 5) Breakeven

Since our sells currently have rings of 10 caps for around RM250 to RM280 a month. We plan to increase it to 20 caps around RM450 to RM500 a month.

#### 6) Cash flow positive

Based on our current sales for the 4 months, we have a positive cash flow. The sales of our caps generate a lot of profit. The sold of our caps also increase because of our post in the social media reach the customer. Then it also because of the proper management of our social media account.