



**UNIVERSITI TEKNOLOGI MARA**

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**GERM-FREE ENTERPRISE**

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## TABLE OF CONTENT

CONTENT	PAGE
<b>CHAPTER 1 : INTRODUCTION</b>	
<b>1.1 Introduction to the business</b>	<b>1</b>
<b>1.2 Purpose of Business Plan</b>	<b>3</b>
<b>1.3 Business Background</b>	<b>4</b>
<b>1.4 Partner Background</b>	<b>5</b>
<b>1.5 Business Location</b>	<b>10</b>
<b>CHAPTER 2 : ADMINISTRATION PLAN</b>	
<b>2.1 Introduction to the organization</b>	<b>12</b>
<b>2.2 Organization Chart</b>	<b>15</b>
<b>2.3 Administration Personel</b>	<b>15</b>
<b>2.4 List of Office Equipment</b>	<b>20</b>
<b>2.5 List of Office Furniture</b>	<b>21</b>
<b>2.6 Office Layout</b>	<b>22</b>
<b>2.7 Administration Budget</b>	<b>23</b>
<b>CHAPTER 3 : MARKETING PLAN</b>	
<b>3.1 Introduction to Marketing Plan</b>	<b>24</b>
<b>3.2 Marketing Personal</b>	<b>26</b>
<b>3.3 Target Market</b>	<b>28</b>
<b>3.4 Market Size</b>	<b>29</b>
<b>3.5 Competitor</b>	<b>30</b>
<b>3.6 Market Share</b>	<b>31</b>
<b>3.7 Sales Forecast</b>	<b>32</b>
<b>3.8 Marketing Srtategies</b>	<b>33</b>
<b>3.9 Marketing Budget</b>	<b>39</b>
<b>CHAPTER 4 : OPERATION PLAN</b>	
<b>4.1 Introduction to Operation Plan</b>	<b>35</b>

<b>4.2 Operation Personel</b>	<b>37</b>
<b>4.3 Process Planning</b>	<b>39</b>
<b>4.4 Operation Layout Plan</b>	<b>41</b>
<b>4.5 Material Planning</b>	<b>42</b>
<b>4.6 Machine and Equipment</b>	<b>43</b>
<b>4.7 Business and Operation Hour</b>	<b>43</b>
<b>4.8 Project Implementation Cost &amp; Cost</b>	<b>44</b>
<b>4.9 Operation Budget</b>	<b>46</b>
<b>CHAPTER 5 : FINANCIAL PLAN</b>	
<b>5.1 Introduction to Financial Plan</b>	<b>47</b>
<b>5.2 Sources of Fund</b>	<b>48</b>
<b>5.3 Detail of the Project</b>	<b>49</b>
<b>5.4 Project Implementation Cost</b>	<b>54</b>
<b>5.5 Proforma Cash Flow Statement</b>	<b>55</b>
<b>5.6 Proforma Income Statement</b>	<b>56</b>
<b>5.7 Proforma Balance Sheet</b>	<b>57</b>
<b>5.8 Financial Analysis</b>	<b>58</b>

**CHAPTER 1 : INTRODUCTION**

**1.1 Introduction to the business**

The purpose of the business is to make in hygiene condition. The concept of our product is based on medicines. This idea arises from the phenomenon of the increasing spread of H1N1. Therefore, we strive to create products that prevent the spread of bacteria. In addition, on the basis of our product innovation can also be used as a toothpaste that gets rid of bacteria in the mouth. The products we make are safe to use and harmless.

<b>Name of the business</b>	<b>Germ-Free Enterprise</b>
<b>Nature of business</b>	Partnership
<b>Nature of industry</b>	Hygiene Product
<b>Industry profile</b>	The product resulting from the awareness of cleanliness. Therefore, we created a product that can eliminate bacteria. Our products in spray form that is easy to carry. One of special of this product is pH value is 7. That is the pH value of water. It will not cause harm to user. Besides that, it will helps to prevent bacteria at any part of your body.
<b>Location of the business</b>	Permatang Pauh Commercial Park, Pulau Pinang
<b>Date of business commencement</b>	2/January/2014

## *Germ-Free Enterprise*

### **Factors in selecting the proposed business:**

1. The product is to raise awareness to consumers about hygiene.
2. The product is to prevent users from contact with infected diseases due to bacteria.
3. The product is another way that users do not need to wash your hands with water.

### **Future prospect of the business :**

1. The product can be exported to other countries such as the United Kingdom, Spain, Brazil and other.
2. This product can be recognized from certain parties such as the Ministry of Health.
3. These products sell well in the market and get the response from users.