



**UNIVERSITY TECHNOLOGY OF MARA  
KOTA SAMARAHAN**

**FUNDAMANTEL OF ENTERPRENUERSHIP (ENT)**

**VERMILLION :**

**PREPARED BY**

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**DIPLOMA ART AND DESIGN**

**NOVEMBER 2012**

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## **EXECUTIVE SUMMARY**

Our company called **Vermillion** SDN BHD. The business decided as partnership business. There are five members. Each partner contributes certain amount of capital as agreed. Our main business activity is selling various type of bags. We have decided that our business will operate at Uni Garden, Kota Samarahan. It will fully operate on January 2013.

Our General Manager is Afiq Zuhair Abdul Aziz. As Ad ministration Manager is Nadzmi Adhwa B Nor Adzmi. Marketing Manager is Nurul Ain Bt Amzan. Our Operation Manager is Amy Rashidah Bt Mat Said and our Financial Manager is Nurul Aida Bt Mohd Nasri.

The management team will be lead by the other manager will help to assist. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business. The Administrative Manager is responsible for all jobs relating to office administration. The Marketing Manager is responsible in preparing the marketing plan, which includes identifying the target market share, developing sales forecast and marketing strategies. The operation of our business is controlled and monitored by the Operation Manager. Not only that, all workers who works at our will be under the supervision of the Operation Manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers. Finally, the Financial Manager will handle financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Finance Manager.

## **PURPOSE OF BUSINESS PLAN**

Our company name is "Vermillion". This business that we choose is to produce various type of bags which is different from others. This business also promised a large profit, because this kind of business is getting the high target market in every country. The factor select this proposed business is to introduce our new type and bags design to our customer in order to give varieties to them.

## **FUTURE PROSPECT OF BUSINESS**

1. To be the leading company in selling bags company in Kuching.
2. To expand our business in other area across the state in near future.
3. To attract more potential entrepreneurs in this field.
4. To provide high quality bags to be sold to the customers.
5. To meet client's satisfaction and gain more potential clients to deal with our company.



# INTRODUCTION

Marketing can be defined as activities that are carried out systematically to enhance sales of product as long as the activities are guided by religious and ethical practices. Marketing is basically an exchange of activity that takes place between a business entity and its customer. The customer can include individuals, other business entities and support organizations. Marketing is not simply a collection of specialist business communication skills. It is separate management practice which, when integrated with operational and finance management, forms the backbone of any business.

We believe that through comprehensive marketing, we are able to increase our sales thus, bringing more profit to our bag shop. As the marketing manager of VERMILLION, it is important for me to find ways to develop this bag shop into an established bag shop. Analysis on customer behavior is to be done on continually basis as consumer need and wants are constantly changing. It is important to ensure that customer are attracted and motivated to get our product and services.

Human needs can be defined as basic physiological requirements in one life such as bags and food. Wants are define as unfulfilled needs that are often influence by ones culture, social upbringing, personality and religion. Thus, it is essential for the marketing people to identify the need and wants of consumers in order to create an effective marketing.

Marketing lies on the concept of satisfying the customer needs and wants and at the same time achieve the targeted profits. In order to keeps the business running