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ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



TUPAC SHUKOR CO.

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EXECUTIVE SUMMARY

Tupac Shukor Co. is an enterprise where we offer our very own various kinds of bags as an alternative to other bag brands out there. To start off, the leading reason why we chose that company name and why we wanted to start this business is because we were inspired by one of many quotes from the rap legend, Mr. Tupac Shakur from the United States of America. He said, 'I am not saying that I am going to change the world, but I guarantee that I will spark the brain that will change the world. So from that verse, we absorb that inspiration by starting our own bag production business and also want to be the spark to the 'young brains' out there to step up and chase their dreams. As we mentioned earlier, we sell various kinds of bags ranging from school bags, camping bags, laptop bags, work bags, luggage bags, and many more. Our target audiences are primary, secondary, and tertiary students, lecturers, office workers, campers, and anyone who wants to find trendy, good-looking bags. But here in Tupac Shukor Co., even though we sell those bags, we mainly focused on selling foldable bags. The prime explanation for that is, we want to sell a high-quality yet affordable bag for UiTM students and also want to make it as an official university merchandise. Nowadays, many students carry around their books or belongings only by their hands. We understand that is very tiring and inconvenient for them and from there we have seen the opportunity and also came out with an idea to sell our foldable bags to people, mainly to university students. Our foldable bag, as shown by its name, is very convenient, light in weight, and most importantly, affordable. You can just simply put it in your bag or purse without taking too much space, and probably would not even notice it was there. But since we also sell other kinds of bags too, we also keep and make sure that they are also made from high-quality materials so that our customers are always satisfied and will invest, and will always come back to our products whenever they want to buy bags. Here in Tupac Shukor Co., our business is run by six major persons which are chief executive manager, production manager, product manager, marketing manager, sales manager, and financial manager. Each one of us plays an essential role in this enterprise so that all progress and process runs smoothly and shinely in order to reach our mission and target. We hope that Tupac Shukor Co. will always strive and thrive through thick and thin and be a big, leading, economical local bag producer that will always be the number one choice of people around the globe.

1.1 BUSINESS BACKGROUND

- The idea or purpose to start this business came when one of our business partners graduated in business administration at UiTM.
- We first begin this adventure by using our money in order to start the business.
- Prior to our business commencement, we did a survey around Shah Alam first, to know their opinions about finding good local bags at affordable price.
- After getting the results, we conclude that most people in Shah Alam could not find a good local bag seller near their place. So, from there we saw the opportunity and right away grab the chance to open this business.
- We aim to be the hub of local bag production, by starting here in Selangor, as our manufacturing and distributing place of our bags.
- The strategic location of our production place and office, which is at Sunrise Technology Park, Seksyen 35, 40470, Shah Alam, Selangor is a bold reason why we wanted to start there. The place is not too far from the city center, as we know, a great place for industrial factories and also does not interfere or disturb the nearby neighbourhood. Plus, the location also can be easily accessible from many highways such as Federal Highway, KESAS Highway, and LKSA Link. So, we can swiftly deliver our bags throughout Malaysia.
- After coming to an agreement on the production place and office, we contacted an interior designer and contractor to set up and renovate our factory. After several months, our factory is completed with the agreed floor plan.
- We then began to install our bag production machinery and equipments after getting the certificate and permission from the department of occupational safety and health (DOSH).
- To promote our grand opening, we advertise our business on social media applications and also sent fliers to people around the city.