



اَوْنِبُوْ سَمِيْتِيْ تَتِيْكَوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)  
BUSINESS PLAN



PREPARED BY:

ACADEMY OF CONTEMPORARY ISLAMIC STUDIES

SEMESTER 4

BUSINESS PLAN REPORT

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## **EXECUTIVE SUMMARY**

Tsūkue is a business that can be categorized as Small Medium Enterprise (SME) which provide furniture service to the customer. We are specialized in table design which is the most components in home and office decoration. Tsūkue consists of five partnership business whose contribute same amount of capital and will hold different task and responsibilities to manage our business. Through our long-term research and observation, we had planned to set up this business because we can see wider prospect in this sector for the future. Moreover, we discover that people are desire to feel comfortable at workplace and home so we come out with stylish and minimalist table design yet can be purchase at a reasonable price. Apart from that, we have been observed that there are fewer competitors that involves in furniture service by making table and desk. So, we take these opportunities to expand our business since we are qualified with the skills and creativity. Since our company is listed as a new company in the market, there are many aspects that we need to consider so that our company can compete in the market as there are many people that involve in business nowadays. Thus, in conclusion, we hope that Tsūkue can be a well-known company throughout the nation and able to provide greater service from time to time. We also believe that the demand of furniture service will increase every year as the increase in human population. Lastly, it is our pleasure to be the benchmark for other people who are interested to start business.

## **INTRODUCTION**

We name our business as Tsūkue Design. Our main activity is carpentry service by making table and desk. We are taking order from customer, design and build it. Our store is located at No 15, Jalan Plumbum Q7/Q Seksyen 7, 40000 Shah Alam, Selangor. The chosen location can be considered as strategic since it is near to the city center, and it also known as city of the student because it is near to Uitm Shah Alam. So, it will attract many people such as student to pass by our shop.

This business is founded by five partners. They are Mr Muhammad Redha Ahza bin Mohd Rosli as the General Manager, Miss Nur Najihah binti Shahabuddin as the Administration Manager, Miss Syazwani binti Samsudin as the Marketing Manager, Mr Abdul Muhaimin bin Husaini as the Operational Manager and Mr Nur Ieman Hakim bin Abd Hakim as the Financial Manager.

Since we are qualified with skills and creativity, we provide the customer with simple but elegant design that can catch the eye of person who looks at it. We also provide the latest design to meet the customer demand and requirements. Something different about our products is that we offer in a reasonable price apart from our quality that is undeniable.

## **REASONS FOR STARTING THE BUSINESS**

To be precise, the reason why we start this business is because business of furnishing service is still new in the market so, we take a risk to open this business after all we believe that furniture is the main element in the home, office, and school decoration. It is important to choose the right table because it will affect the entire mood and self-energy in ourselves. The design of table chosen must be suitable so that it will be more comfortable.

That's why we choose this business not because of the profit that we will earn but the satisfaction of the customer that we concern for. From our review, people nowadays don't have time to choose their own design of table since they are too busy with works, family matter etc. So, we provide a service where customers just walk into our store, tell us about the concept that they want, then we will choose the rights design of table that suit with their desire.