



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)  
BUSINESS PLAN



PREPARED BY

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## EXECUTIVE SUMMARY

This business include five partnerships who play very important roles each in the company . The roles are the GENERAL MANAGER , ADMINISTRATION MANAGER , MARKETING MANAGER , OPERATIONAL MANAGER & FINANCIAL MANAGER . The business capital is RM 50,000 which obtained from each of our partnership .

THE DRY HAUS ENTERPRISE product is the only product that can only be found in Bandar Seri Alam , Johor . Our product is an automatic drying rack which is very rare from all of the cloths line . Our product consists an automatic roof and rain censored . This product will be sold at our shop which is located in Jalan Lembah 19 , ground floor shop Bandar seri Alam , 81750 Masai , Johor .

Our company product is based on how to manage the wet clothes that are sun dried when you are busy without worrying about the weather and spaces . We introduce this products through the social media such as facebook , twitter , instagram and also in the hotline call . The twenty first buyers will get special offers from us . The feedback from the customers will be considered to improve our products . Our product functions are to provide enough space for the wet clothes , smooth movement to change drying rack position and protection for the wet clothes from uncertain weather . The aim of producing this product is to make the customers to dry their clothes easier and to get the clothes dry in a short period of time without any interruption .

The automatic drying rack which includes automatic roof and water censored will eliminate the worry of the customers when the weather is unpredictable as the roof will automatically switched on when the water censored detect even a droplet of water . The customers do not have to hesitate to move the drying rack to a shady place . If they want to do so , the automatic suspension is easy to move and light as it has four wheels and are made of from light steel that make the movement really smooth . This product also consists a durable iron rust . The racks will not rust and will be last longer . It is very costly as the customers only have to buy it for once .

We hopes that our business will be successful and we are dreaming to create victory in the name of Malaysia all over the world . Based on the MARA'S loan and the donations from each of the partnerships we will try our very best to make our dreams comes true . We also want to expand our business all over the states in Malaysia and be the well-known company . We hopes that our profit will increase through the years as we will do improvement to the product according to the customers' feedback.

## **1.INTRODUCTION**

THE DRY HAUS ENTERPRISE will be establish on 10th NOVEMBER 2018 . We choose this date because it is Saturday and in Johor , Saturday is holiday . We hope that on the opening day of our store we will get a response from residents in the area as we will provide an introductory slot on our products. the slot on the introduction of this product will be handled by three partners. We will also hold a demonstration of our products to attract customers to buy our products. Through this method we can invite our customers to know more about our products. so we can expand our business opportunities in larger markets.

### **1.1 . THE PURPOSE OF THE BUSINESS PLAN**

#### **a) TO THE ENTREPRENEURS ( THE DRY HAUS ENTERPRISE)**

- ❖ The purpose is to understand the business plan and to ensure that the running budgets are balanced and enough in order to achieve the goals. Other than that , the purpose is to keep the business running smoothly .

#### **b) FINANCIAL INSTITUTIONS**

- ❖ To apply for assistance and guidance from a financial institution and apply for a loan to start the business.

#### **c) SUPPLIER**

- ❖ to help provide and supply essential materials to produce quality products. Quality materials will benefit both parties - buyers and suppliers. When the supplier provides quality materials, the buyer will be satisfied and will make the supplier the ultimate supplier.

#### **d) COMPANY STAFFS/WORKERS**

- ❖ To help workers to better understand the planned business plans and they can carry out their duties and responsibilities and work well together to achieve those goals

#### **e) CUSTOMERS**

- ❖ To identify problems faced by customers. Persuade customers to buy our products by promoting and providing good service. To know the features of the product that customers want. Provide services that can facilitate and attract customers to buy our products for example providing manual installation of the product in the form of CD-ROM's. Other than that, shipping and delivery services are also available for online customers.