



اَوْنِفُوْرَسِيَّتِيْ تِيَكُوْلُوْكَى مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**



**BUSINESS NAME: LUSTRALUX**

<b>PROGRAMME</b>	AS114
<b>GROUP</b>	AS1145B1

<b>GROUP MEMBERS</b>	<b>STUDENT ID</b>
MOHAMAD HAIQAL BIN NASRI	2022890054
TENGKU DAIM FARIHIN BIN TENGKU SYAMSUL AZRAI	2022886322
FARISA ALYA HUMAYRAA BINTI MUDZAFFAR	2022679804
NURAFNILAH BINTI IBRAHIM	2022869706

PREPARED FOR :  
MS. NUR EZLEEN BATRISYAH BINTI ABD AZIZ

## Table Of Content

<b>Acknowledgment.....</b>	<b>1</b>
<b>Letter Of Submission.....</b>	<b>2</b>
<b>Table Of Content.....</b>	<b>3</b>
<b>1.0 Executive Summary.....</b>	<b>5</b>
<b>2.0 Introduction.....</b>	<b>6</b>
2.1 Objectives Of Preparing The Business Plan.....	7
<b>3.0 Business Background.....</b>	<b>9</b>
<b>4.0 Partner Background.....</b>	<b>10</b>
<b>5.0 Administration Plan.....</b>	<b>14</b>
5.1 About Us.....	14
5.1.1 Vision.....	14
5.1.2 Mission.....	14
5.1.3 Objective Goals.....	14
5.2 Organization Chart.....	16
5.3 Admin Personnel.....	17
5.4 Task And Responsibilities.....	18
5.5 Schedule Of Remuneration.....	20
5.6 List Of Office Furniture, Fittings.....	21
5.7 List Of Office Equipment & Supplies.....	22
5.8 Administration Budget.....	23
<b>6.0 Marketing Plan.....</b>	<b>24</b>
6.1 Marketing Objective.....	24
6.2 Product Description.....	24
6.2.1 Product Concept.....	25
6.2.2 Special Characteristics.....	25
6.2.3 Promotional Sales Increment.....	26
<b>6.3 Market Trend.....</b>	<b>26</b>
6.4 Market Size and Market Share.....	27
6.4.1 Market Segment.....	27
6.4.2 Product Re-Purchasement by Customers.....	27
6.4.3 Market Size.....	28
6.4.4 Market Share.....	29
6.4.5 Sales Forecast.....	30
6.4.6 Purchase Forecast.....	31
6.5 Competitor Analysis.....	32
6.6 Marketing Strategies.....	33
6.6.1 Product.....	33

## **1.0 Executive Summary**

A business represents an industry that thrives in industrial, commercial, or professional spheres with the primary goal of generating significant profits. In today's era, where the internet and social media play vital roles in national development, businesses contribute greatly to economic growth. Business encompasses the processes, actions, and capabilities of entrepreneurs who recognize and act upon opportunities, serving as a means to generate income. Additionally, business activities, such as the import and export of goods and services, are crucial to a country's economy. For this assignment, our group has decided to establish a custom study lamp business.

We chose this business because custom study lamps are highly sought-after, particularly by students, home offices, and design conscious households. This setup allows customers to receive personalized study lamps without the need to wait long periods or travel back and forth. By offering customizable options such as adjustable brightness, color variations, and unique designs, we cater to the specific needs and preferences of our customers. Our lamps are not just functional but also serve as a design element that enhances the ambiance of any room or workspace. Additionally, our business model includes offering special discounts on certain terms and conditions, such as bulk purchases or early-bird promotions, to provide added value and increase customer loyalty.

This project does not require a large workforce, as our signature study lamps are simple and efficient to produce while still ensuring high quality customer service. The production process involves sourcing eco-friendly materials such as bamboo, recycled metal, and sustainable plastics, ensuring that our products align with the growing trend of environmentally conscious consumers. We also focus on quality control to maintain the durability and functionality of our products, ensuring customer satisfaction and long-term value. Our study lamp business is managed by a team of five leaders: a Chief Executive Officer (CEO), a marketing director, an operational director, financial director, and a human resource director, each responsible for overseeing their respective departments.

In the future, we plan to expand our product range by introducing new study lamp models with smart technology features, such as integrated charging stations, touch control, and wireless connectivity. We also aim to tap into the growing e-commerce market, offering our custom study lamps through various online platforms, increasing our reach and visibility in national and international markets. Through these strategies, we aim to establish our brand as a leader in the custom study lamp industry, known for both innovation and sustainability.

## **2.0 Introduction**

### **I. Name of the business**

The name of the business is LustraLux, specializing in customizable and eco-friendly study lamps.

### **II. Scope of the business**

LustraLux focuses on designing, producing, and selling high quality, customizable study lamps made from environmentally friendly materials. The business caters to students, professionals, and anyone seeking sustainable lighting solutions.

### **III. Location of the business**

The business operates from Lot 23, 168 Jalan Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, where production, management, and customer services are handled.

### **IV. Date of the business commencement**

The business officially started operations on January 15, 2025.

### **V. Future possibilities of the business**

LustraLux aims to expand its product range, grow its market presence both locally and internationally, and introduce innovative, sustainable lighting solutions to meet the needs of a growing eco conscious customer base.

## 2.1 Objectives Of Preparing The Business Plan

The objectives of preparing the business plan are to guide LustraLux in achieving its goals and managing the business efficiently. It helps ensure clear planning, smooth operations, and alignment among all team members and partners.

### I. Clarity of Vision

The business plan explains what LustraLux wants to achieve and helps everyone understand the company's goals and purpose.

### II. Strategic Planning

It provides a clear plan for how the business will grow and reach its goals, both in the short term and long term.

### III. Resource Allocation

The plan shows how money, time, and materials will be used wisely to make the business run smoothly.

### IV. Financial Management

Financial stability is critical for business growth. The plan includes detailed budgets, financial forecasts, and cash flow projections to ensure that LustraLux maintains profitability while meeting its financial obligations. It also serves as a tool for tracking income and expenses.

### V. Investor Attraction

The business plan shows investors why LustraLux is a good opportunity, explaining how the company can grow and make a profit.

### VI. Operational Guidance

The plan acts as a guide for day to day operations, ensuring that all processes are streamlined and efficient. From sourcing eco-friendly materials to delivering high quality customizable study lamps, the plan provides clarity and consistency in operational execution.