



اَوْنِيُوْرُ مَرْسِيْقِي رِيَكْتُوْلُوْكِ مَرْا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Negeri Sembilan
Kampus Kuala Pilah

**ENT300:
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN :
MULTIBRELLA**

PREPARED BY:

NO.	NAME	MATRIX NO.
1	AHMAD AMMAR AIDIL B AHMAD NIZAR	2023385081
2	KHAIRUL HAZIQ ZIKRY BIN KHAIRUL AZWA	2023184517
3	MUHAMMAD AMAR BIN KAMARUDDIN	2023167627
4	MUHAMMAD IKMAL HAKIMI BIN NORHISHAM	2023167841
5	MUHD AMEER DANISH BIN ZAMZUREE	2023160447

PREPARED FOR: MADAM MASILAH BINTI MOHAMAD

Table of Content

1.0	Executive Summary	3
2.0	Business Background	4
3.0	Partners Background	8
4.0	Administration Plan	14
5.0	Marketing Plan	35
6.0	Operational Plan	51
7.0	Financial Plan	65
8.0	Conclusion	72
9.0	Appendices	74

1.0 Executive Summary

Wet Center is an innovative umbrella that prioritizes user convenience and ease of use while addressing harsh weather conditions. This inventive invention has innovative components that address a range of environmental issues, surpassing the capabilities of conventional umbrellas. Wet Center's integrated heater guarantees that users will remain warm and comfy in cold or hot conditions. It is appropriate for all seasons and has a small fan to assist ventilation and increase its usefulness in hotter regions. These well-considered elements show how committed we are to provide a solution that smoothly adjusts to shifting weather conditions.

Wet Center's also has solid construction and weather-resistant materials ensure durability, meeting the demands of modern consumers who value both practicality and long-lasting quality. In addition to its heating and cooling capabilities. Wet Center offers visor protection to shield users from harmful UV rays during sunny days. This added feature ensures safety and comfort, making the product ideal for use in a variety of settings, whether on a rainy commute, a sunny outing, or an unexpected storm. Additionally, Wet Center's expandable design makes it ideal for families, groups of friends, or coworkers who need dependable protection together.

In addition, Wet Center redefines the conventional umbrella by combining functionality, innovation, and versatility into a single product. Designed with the needs of today's fast-paced and unpredictable world in mind, it provides a dependable solution that enhances daily life. By addressing both individual and group needs, Wet Center bridges the gap between convenience and advanced technology, establishing itself as a must-have accessory for anyone seeking comfort and safety in extreme weather conditions.

Moreover, Wet Centre's strategy is the key to its success since it reduces operating costs and keeps prices low. Because of our pricing strategy and strategic location, we will see steady earnings growth also as the demand for umbrella product keeps growing. Through a commitment to customer happiness and stable market adaptation, we are hopeful that Wet Centre will grow as an authority in the business industry.

General Manager, Administrative Manager, Marketing Manager, Operation Manager and Financial Manager are the five main positions that make up Wet Centre management team. From operations to customer contact and financial management, every team member

Starting Wet Centre was a strategic decision driven by the increasing demand for high-quality umbrellas tailored to withstand Malaysia's unpredictable weather conditions. The umbrella industry in Malaysia presents a lucrative opportunity due to the frequent occurrence of rain and the growing awareness among consumers regarding the importance of owning durable and stylish umbrellas. By entering this market, Wet Centre aims to bridge the gap between affordability and quality, offering products that cater to both individual consumers and corporate clients looking for branding solutions.

Another reason for establishing Wet Centre is the passion and expertise of the founders in the manufacturing sector. With years of experience in product design and development, the team identified a gap in the market for customizable umbrellas that can serve both functional and promotional purposes. This realization, coupled with a deep understanding of customer preferences, inspired the creation of a business that not only provides protection from the elements but also enhances personal style and corporate identity.

Furthermore, Wet Centre aims to contribute to the local economy by providing job opportunities and supporting small-scale suppliers within the region. By sourcing materials locally and employing skilled workers, the company intends to promote sustainable business practices that benefit the community and ensure long-term growth. The vision of Wet Centre is to become a trusted household name synonymous with reliability and innovation in the umbrella industry.

2.1 Business Solve

Wet Centre addresses the common problem of unreliable and short-lived umbrellas that fail to withstand harsh weather conditions. Many consumers often find themselves repurchasing umbrellas frequently due to poor quality and lack of durability. By offering premium, weather-resistant umbrellas, Wet Centre ensures that customers receive long-lasting value for their investment, ultimately reducing waste and promoting sustainability.

The business also fulfills the growing need for stylish and customizable umbrellas that cater to corporate branding and personal expression. Companies looking for effective promotional tools can leverage Wet Centre's products to showcase their brand in a practical and visible manner. This provides businesses with a unique marketing solution that enhances brand recognition while serving a functional purpose for their customers and employees.

Additionally, Wet Centre offers convenience by providing easy access to high-quality umbrellas through both online and physical retail channels. Customers can explore a wide range of designs, sizes, and functionalities that suit their specific needs, making it easier for them to find the perfect umbrella for any occasion. Wet Centre umbrellas come with advanced features such as built-in heaters, mini fans, expandable canvas, visors, and a button-activated mechanism for enhanced user experience. The company's commitment to excellent customer service and innovative designs ensures a satisfying shopping experience.