



اُونِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

**DIPLOMA IN MICROBIOLOGY
(AS114)**

BUSINESS PLAN ASSIGNMENT: NoCap Enterprise

NAME OF GROUP MEMBERS	1. ALIYA BATRISYA BINTI IRWAN ISMADI (2022696334) 2. HANIS SYUKRINA BINTI AZHAR (2022845584) 3. NUR IRDINA FAKHIRAH BINTI MOHD ASRI (2022489956) 4. MUHAMMAD HAZIQ FAIQH BIN MOHD ZULKIFLI (2022451546) 5. SYAZANA AFIQAH BINTI KHAZAIMI (2022696268)
GROUP	AS1145D2

**PREPARED FOR: MADAM MASILAH BINTI MOHAMAD
DATE OF SUBMISSION: 31 JANUARY 2025**

EXECUTIVE SUMMARY

NoCap Enterprise is a partnership-based business located at No. 5, Jalan Tengku Ampuan Zabedah D 9/D, Seksyen 9, 40100 Shah Alam, Selangor. We developed **GoCap**, a hybrid cap that functions and doubles as a reusable grocery bag, addressing environmentally conscious consumers, travellers, and students. This product is perfect for people who need a sustainable, stylish, and practical solution to reduce plastic use.

GoCap's concept comes from the increasing demand for eco-friendly products and regulations that discourage single-use plastics, like Malaysia's RM0.20 plastic bag charge. This trend makes GoCap a timely product that satisfies market demand.

Unlike other reusable bags, GoCap stands out because of its unique dual-purpose design and high-quality materials. This gives NoCap a competitive edge in a market that values both sustainability and style.

The startup cost is **RM114,183**, with a loan of **RM86,271**, hire-purchase of **RM8,857**, and owner contributions of **RM19,055**. We expect the business to make **RM686,766** in Year 1, **RM780,616** in Year 2 (cumulative: RM1,467,383), and **RM888,154** in Year 3 (cumulative: RM2,355,537).

Our management team includes:

- **1 Operational Manager with 3 Machine Operators**
- **1 Administration Manager**
- **1 Sales & Marketing Manager with 2 Customer & Sales Assistants**

NoCap has the potential to reach for success by offering an innovative product that aligns with sustainability trends. This business plan will guide our growth and attract investors, ensuring long-term success.

TABLE OF CONTENTS

<i>EXECUTIVE SUMMARY.....</i>	<i>2</i>
<i>ACKNOWLEDGEMENT.....</i>	<i>3</i>
<i>TABLE OF CONTENTS.....</i>	<i>4</i>
<i>LIST OF FIGURES.....</i>	<i>6</i>
<i>LIST OF TABLES.....</i>	<i>6</i>
<i>CHAPTER 1: INTRODUCTION.....</i>	<i>9</i>
1.1 BUSINESS BACKGROUND.....	10
1.2 PARTNERS BACKGROUND	11
1.3 FACTORS SELECTING THE BUSINESS.....	21
1.4 PURPOSE OF PREPARING BUSINESS PLAN	22
<i>CHAPTER 2: ADMINISTRATION PLAN.....</i>	<i>23</i>
2.1 VISION, MISSION & OBJECTIVES.....	24
2.2 BUSINESS LOGO.....	25
2.3 ORGANIZATIONAL CHART	25
2.4 ADMINISTRATION PERSONNEL	26
2.5 SCHEDULE OF TASK AND RESPONSIBILITIES.....	26
2.6 SCHEDULE OF RENUMERATION.....	27
2.7 FIXTURES & FITTINGS, OFFICE SUPPLIES	27
2.8 ADMINISTRATION BUDGET	33
<i>CHAPTER 3: MARKETING PLAN.....</i>	<i>34</i>
3.1 PRODUCT OR SERVICE DESCRIPTION	35
3.2 TARGET MARKET	36
3.3 MARKET SIZE	38
3.4 COMPETITOR ANALYSIS	39
3.5 MARKET SHARE.....	40
3.6 SALES FORECAST	42
3.7 MARKETING STRATEGY.....	45

3.8 MARKETING PERSONNEL	48
3.9 SCHEDULE TASK AND RESPONSIBILITIES	49
3.10 RENUMERATION OF SCHEDULE	49
3.11 MARKETING BUDGET	50
CHAPTER 4: OPERATIONAL PLAN.....	51
4.1 PROCESS PLANNING.....	52
4.2 OPERATION LAYOUT	54
4.3 LOCATION PLAN.....	55
4.4 BUSINESS & OPERATION HOURS	55
4.5 LICENSE, PERMIT & REGULATIONS.....	56
4.6 PRODUCTION PLANNING.....	56
4.7 MANPOWER PLANNING	57
4.8 MACHINE AND EQUIPMENT PLANNING.....	57
4.9 MATERIAL PLANNING	58
4.10 OPERATION PERSONNEL.....	60
4.11 SCHEDULE TASK AND RESPONSIBILITIES	60
4.12 RENUMERATION OF SCHEDULE	61
4.13 OPERATION BUDGET	61
4.14 IMPLEMENTATION SCHEDULE	62
CHAPTER 5: FINANCIAL PLAN.....	63
5.1 PROJECT IMPLEMENTATION COST.....	64
5.2 SOURCE OF FINANCE	67
5.3 PROFORMA CASH FLOW STATEMENT	70
5.4 PROFORMA INCOME STATEMENT.....	72
5.5 PROFORMA BALANCE SHEET	73
5.6 FINANCIAL ANALYSIS	74
CONCLUSION	79
APPENDICES	80

LIST OF FIGURES

Figures	Caption	Page
1	NoCap's Business Logo	25
2	NoCap's Organizational Chart	25
3	Simple Sketch of GoCap	35
4	Pie Chart of Market Share before Entry Market	40
5	Pie Chart of Market Share after Entry Market	41
6	Sales Collection for NoCap for 2025	44
7	Units Sold NoCap for 2025	44
8	Operation Layout	54
9	Location Plan on Map	55
10	Business & Operation Hours	55

LIST OF TABLES

Figures	Caption	Page
1	Administration Personnel	26
2	Administration Schedule of Task and Responsibilities	26
3	Administration Schedule of Renumeration	27
4	List of Office Furniture	27
5	List of Office Equipment	29
6	List of Office Supplies	31
7	Administration Budget	33