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TEKNOLOGI
MARA

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BUSINESS PLAN REPORT



VISTA OPTIC ENTERPRISE

PREPARED BY:

| NO. | NAME | STUDENT NUMBER |
|-----|----------------------------------------|----------------|
| 1 | FATIN AQILAH BINTI ABDUL HASHIM | 2023385191 |
| 2 | NUR AMALIN SYAZLIN BINTI ABD AZIT | 2023172841 |
| 3 | NUR YASMIN SYAMIMI BINTI MOHD AZWI | 2023184317 |
| 4 | NIK NURUL NABILA BINTI NIK MUHD AZIHAN | 2023189117 |

GROUP: N3IC1204A2

PREPARED FOR: MADAM MASILAH BINTI MOHAMAD

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1.0 EXECUTIVE SUMMARY

Vista Optic Enterprise is a premium eyewear brand dedicated to offering a wide range of stylish, comfortable, and high-quality optical products and services. Our business aims to revolutionize the eyewear industry by providing customers with exceptional visual solutions that blend fashion with functionality. Our unique offerings include customizable eyeglasses and contact lenses that cater to diverse preferences and visual needs. The objective of Vista Optic Enterprise is to become a leading name in the optical industry by delivering products that not only enhance vision but also complement individual style. With an emphasis on innovation, we offer a variety of eyewear options that are designed to provide superior comfort and durability, ensuring our customers experience both visual clarity and aesthetic appeal. The global eyewear market is projected to grow significantly in the coming years, with increasing demand for prescription glasses, sunglasses, and contact lenses. Recognizing this trend, Vista Optic Enterprise aims to capture a substantial share of the market by offering innovative and stylish eyewear solutions.

Apart from that, our market size is expected to reach average sales of up to RM 1,153,260.00, with an annual growth rate estimated between 20% to 30% in the first years of sales. Our primary target market consists of individuals aged 18 to 60 who are fashion-conscious and prioritize both style and visual health. Our secondary markets include professionals, students, and individuals requiring specialized eyewear for specific activities such as sports or digital screen usage. Vista Optic Enterprise's marketing strategy focuses on building strong brand awareness and customer loyalty through various channels. These include digital marketing campaigns, e-commerce platforms, in-store promotions, collaborations with influencers, and participation in industry events and sponsorships. By leveraging these strategies, we aim to establish a strong presence in both local and international markets. Our commitment to quality, innovation, and customer satisfaction positions Vista Optic Enterprise as a trusted provider of optical solutions. We strive to exceed customer expectations by continually improving our products and services, ensuring that every customer finds the perfect eyewear to suit their lifestyle and needs.

2.0 INTRODUCTION

Introduction about business

Our company's name is Vista Optic Enterprise. Our company name is inspired by the daily experience of being a glasses wearer who faces its own problems and challenges. Every day, we face challenges such as fog that interferes with vision when exiting an air-conditioned area, difficulty seeing clearly in the rain, glare caused by sunlight or car lights at night, as well as the adverse effects of blue light from electronic screens. We strive to create innovative eyewear that combines functionality, style, and comfort to enhance the user experience. In addition, we also manage this business as a partnership, which implies that everyone must contribute funds, and the profits of the business are shared together in order to expand our business market in a specific area and improve the product technology. Our mission is to provide practical and stylish eyewear that makes users' daily lives easier.

Reason and purpose of business

The reason for starting Vista Optic Enterprise is influenced by several factors. This is because Vista Optic Enterprise was established to address the daily problems of eyewear users such as the increasing demand for vision correction due to lifestyle changes that often interfere with comfort and vision. We strive to meet the market demand by offering innovative eyewear that combines the functionality, style, and everyday comfort of the user with the integration of modern features. In addition, this effort is also in line with the growing demand for functional and multipurpose glasses. However, smaller businesses can compete by offering affordable products. It also creates opportunities to penetrate the market and establish a unique brand presence. By solving these everyday problems, we aim to improve the lifestyle and convenience of our customers.

Location of the business

No 12, Jalan AEON, Lembah Sirih, 15050 Kota Bharu, Kelantan

Date of the commencement

Vista Optic Enterprise began operations on the **1st of January 2024**

The business's prospects

Vista Optic Enterprise has many plans and strategies to expand the business in the future. It aspires to expand this business not only domestically but also globally by introducing our multi-purpose and functional eyewear brand to the community. For example, opening branches in some states. Then, to further enhance our brand's reputation in the eyewear market, we also cooperate with other well-known eyewear brands that integrate modern and innovative features. Our business aims to be known as an eyewear business that not only provides comfort to consumers but also makes them look stylish, affordable, and confident to wear daily because of their attractive designs for wearers.

2.1 The Purpose of a Business Plan

A business plan is a crucial tool for the success and sustainability of any enterprise, including Vista Optic in the eyewear industry. It serves as a strategic guide, helping to structure business operations, seize market opportunities, and maintain a competitive edge. The key purposes of Vista Optic's business plan are as follows:

I. Assess the viability of the business idea

The business plan provides an in-depth analysis of the market landscape and competitors. It includes financial projections, cost estimates, and revenue goals, ensuring that the business idea is not only feasible but also capable of thriving in a competitive market.

II. Set clear goals and long-term strategies

Through this plan, Vista Optic outlines its objectives, such as expanding into major cities across Malaysia and offering innovative eyewear solutions with features like anti-fog technology, and ergonomic designs.

III. Minimize potential risks

The plan identifies key risks, such as fluctuating consumer demand or competitive pressures, and provides strategies to mitigate these challenges by investing in advanced technology and high-quality materials.