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**FACULTY OF BUSINESS MANAGEMENT**

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**ENT 300**

**FUNDAMENTAL OF ENTEPRENEURSHIP**

**BUSINESS PLAN**

**TOMORROW BRIDAL CONCEPT**

**PREPARED BY :**

**MOHD ZAHIR BIN ZULKIFFLI**

**SARIMAH MANDATU**

**ANDREW BIN YALANGIK**

**AZMAL RAWI BIN JAPION**

**JESSEY DOHIA**

**SITI WAN KHADIJAH BINTI YUSSOP**

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## Table of contents

Contents	Page
Executive summary	8
1.0 Introduction	9
2.0 Purpose	10
3.0 Company background	11
3.1 Logo	12
4.0 Partners background	13-18
5.0 Location of business	19
6.0 Marketing plan	20
6.1 Introduction	21
6.1 Marketing objective	22
6.2 Service description	23
6.3 Target market	24
6.4 Market segmentation	24
6.5 Market size	24
6.6 Market competition	25
6.7 Market shares	26
6.8 Sales forecast	27
6.9 Marketing strategy	28
6.10 Marketing personnel	29
6.11 Marketing budget	29
7.0 Operations plan	30
7.1 Introduction	31
7.2 Operational objectives	31
7.3 Operational strategies	31
7.4 Process planning	32
7.5 Operation layout	33-34
7.6 Production planning	35
7.7 Raw material planning	35
7.8 Machine and equipment planning	35
7.9 Manpower planning	35
7.10 Business and operation hours	36
7.11 License, permit and regulations	36
7.12 Operation budget	36
7.13 Project implementation schedule	36
8.0 Organizational plan	37
8.1 Introduction	38
8.2 Mission and vision	38
8.3 Objective	38
8.4 Organizational structure	39
8.5 Position and the number of staff	40
8.6 Manpower planning	
8.6.1 Schedule of task and responsibilities	40-41
8.6.2 Schedule of remuneration	42
8.7 Office equipment	43
8.8 Administrative budget	44

9.0 Financial plan	45
9.1 Project implementation cost	46
9.2 Sources of financing	47
9.3 Pro-forma cash flow statement	48
9.4 Pro forma income statement	49
9.5 Pro forma balance sheet	50
9.6 Financial analysis	51-56
9.7 Budget	
9.7.1 Marketing budget	57
9.7.2 Administrative budget	58
9.7.3 Operations budget	59
9.8 Depreciation schedule	60-62
9.9 Loan repayment schedule	63
9.10 Sales and purchases projection.	64
10.0 Appendices	65
10.1 Example of our booth	66
10.2 member of our project	66
10.3 Example of our bridal package	67
10.4 Example of our bridal clothes	68
10.5 example of our bridal photo shoot	69

## **Executive summary**

— This business is based on Partnership where it consists of six (6) members which hold an important positions in the company which as CEO (Chief Executive Officer), Administration manager, Marketing Manager, Operational manager and Financial Manager. This business located near Kota Kinabalu with address: Tomorrow Bridal Concept Lot A1019-1021, 10<sup>th</sup> floor, phase 1, WismaMerdeka, Jalan Tun Razak, 88000 Kota Kinabalu, Sabah.

Tomorrow Bridal Concept Enterprise Company is shop of bridal dresses and accessories. We provide rental bridal dress, wedding dais and we also sell bridal dresses to those customers who want to buy it. Beside, our company also design dresses to young couple who want to get married with the design that will satisfied them.

— Our company rent dresses, shoes, head pieces and veils and so on accessories for customers. For the bride and others they so choose, the dresses can be purchased. Our company also made a strategic partnership with top-flight local wedding related services such as invitations, flowers, catering, and photographers.

— Our company goals and target is to be a well-known company, established and satisfied by our customers in order to expand our business to be more profitability not only for us but also give profit to customers.

We will expect that our business will become more developed in the near future because with the new innovation in our product and services, the demand of our product and services will increase. This will give more advantages for us and to customers to make our product and services more profitable and stable in the long run.