



MARA UNIVERSITY OF TECHNOLOGY  
SABAH BRANCH

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)

BUSINESS PLAN  
SANGKUKAK TIE DYE

PREPARED BY :

ROYNOLD EDWARD	2012658532
NUR IFNIZAN HENRY	2012803306
NUR SHAMIMI KHALISAH BINTI JAMIL	2012542642
NORAINA BINTI SAPARI	2012693582
NUR AZWANIE BINTI MOHD NASRIE	2012247526

MARCH 2015



## ACKNOWLEDGEMENT

In the name of Allah,

As a representative of Sangkukak Tie Dye I would like to say thank you to everybody, especially to all my partners, which is struggling together with me to finish this paper work. All of them are:

Roynold Edward

Nur Ifnizan Henry

Nur Shamimi Khalisah Binti Jamil

Noraina Binti Sapari

Nur Azwanie Binti Mohd Nasrie

We as a partner in this Sangkukak Tie Dye, has sacrificed our time, energy, money and our effort to make our business plan work and also a good business plan.

We also would like to express our deepest gratitude and heartfelt appreciation to Mdm. Sharifah Nurafizah Binti Syed Annuar for her continuous support and guidance in completing this assignment. It would not be easy without you.

Even though this business plan finally complete, we here want to apologies for the entire mistake that we made, either directly or indirectly while completing this business plan.

What the best thing while completing this business plan, we had learn how to become an entrepreneur. We can see an opportunity and applied it to our daily life. But the most important things is, it encourage us to become entrepreneur and not only depends to other people

## **TABLE OF CONTENTS**

<b>CONTENT</b>	<b>PAGES</b>
ACKNOWLEDGEMENT	2
INTRODUCTION	4-19
MARKETING PLAN	20-34
OPERATIONS PLAN	35-51
ORGANIZATIONAL PLAN	52-62
FINANCIAL PLAN	63-90
CONCLUSION	91-92
APPENDIX	93



# **INTRODUCTION**

## **EXECUTIVE SUMMARY**

The business in our country is getting wider and because of that our company wants to venture in a business which is selling shirts which is called 'Tie Dye' with many designs that can attract more customers. The name of our company is SANGKUKAK TIE DYE.

The inspiration to establish this cafe is come up with our own ideas when we still a student. We want to make something different with other Tie Dye company that we have in our country especially in Sabah. Some teenagers they want something that is different which is more attractive to wear. So, to make our business different with the other Tie Dye in Kota Kinabalu, Sabah, we are providing a variety of designs for shirts and the customers can also make their own designs. The market for this business is also doing well in Kota Kinabalu, Sabah because the population is increasing from time to time and can fulfill the teenagers preferences and demand as well.

Our business will be located in Penampang, Sabah, which is a strategic place for us to start and to build further our business. Furthermore, it gives us advantages to establish our business here because it was very suitable for our customers because the place was strategic and located at the middle from urban to Kota Kinabalu. It is also has good economic development and there are lots of parking spaces. The shop that we have selected can be easily seen from the main road which is advantage for our business to be known. The target market for our business will be particularly for teenagers, students, and other people as well. Our target customers are people around Sabah but we will look for opportunity to open other branches in peninsular Malaysia.

## PURPOSE

The purpose of Sangkukak Tie Dye preparing business plan are:

- To fulfill the market demand from customers
- Opportunity for us as the future entrepreneur to assess the business venture objectively, critically and practically.
- To convince venture capitalist, investors and bankers in order to raise capital and obtain support for the venture.
- As a guideline for day-to-day management of our business and to analyze and evaluate our business performance level.
- To evaluate the ability of this business whether it is able to compete with other competitors
- To be able to distribute business resources more effectively.