



UNIVERSITI TEKNOLOGI MARA SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)

BUSINESS PLAN

ACE OF SPADE ENTREPRISE

PREPARED BY

RONNY RUBIN	2013363877
SHALIZA RIDAH	2013947515
VALENTINA UNTAN	2013859855
NOORDILAH FITRI BINTI PAIMIN	2013398251
SHARIFAH NADHIRAH BINTI SADON	2013584595

MARCH 2016



## TABLE OF CONTENT

CONTENT	PAGE
<b>ACKNOWLEDGEMENT</b>	1
<b>1.0 INTRODUCTION</b>	2
1.1 EXECUTIVE SUMMARY	3
1.2 BUSINESS PLAN PURPOSE	4-6
1.3 Business Background	7-11
1.4 Background of Partners	12-16
1.5 Partnership Terms of Agreement	17-19
<b>2.0 ADMINISTRATION PLAN</b>	20
2.1 Introduction	21
2.2 Administrative Objectives	22
2.3 Organizational Chart	23
2.4 Organizational Personnel	24
2.5 Schedule of Tasks and Responsibilities	25
2.6 Job Description	26-27
2.7 Schedule of Remuneration	28
2.8 Office Layout	29
2.9 Administration Budget	30
<b>3.0 MARKETING PLAM</b>	31
3.1 introduction of Marketing	32
3.2 Marketing Objectives	33
3.4 Marketing Process	33
3.5 Services	34
3.6 Target Market	35
3.7 Market Segmentation	36
3.8 Market Size	37
3.9 Market Share	38-40
3.10 Strengths and Weaknesses	41-42
3.11 Sales Forecast	43-45
3.12 Marketing Strategies	46-49
3.13 Marketing Budget	50
<b>4.0 OPERATIONAL PLAN</b>	51
4.1 Introduction of operation	52

4.2 Operational Objectives	49
4.3 Mission	49
4.4 Operational Strategies	50
4.5 Operations Structure	51
4.6 Process Planning	52-54
4.7 Market Layout	55
4.8 Production Planning	56
4.9 Machines	57
4.10 Labour	57
4.11 Cost Of Maintenance	57
4.12 Overhead	58
4.13 License and Premises	58
4.14 List Of Suppliers	59
4.15 Location Plan	60
4.16 Business and Operations Hours	61
4.17 Operations Budget	62
<b>5.0 FINANCIAL PLAN</b>	63
5.1 introduction of Financial	64-65
5.2 Financial Analysis	66
5.3 Budget Expenditure	67-69
5.4 Useful Life of Fixed Assets and Depreciation Method	70
5.5 Sales and Purchase Budget	71
5.6 Project Implementation Costs & Sources of Finance	72
5.7 Depreciation of Fixed Assets	73-76
5.8 Loan Repayment Schedules	77
5.9 Pro-Forma Income Statement	78
5.10 Pro-Forma Balance Sheet	79
5.11 Financial Ratio Analysis	80-82
<b>6.0 CONCLUSION</b>	83
<b>7.0 REFERENCES</b>	84
<b>8.0 APPENDIXES</b>	85-86



## ACKNOWLEDGEMENT

In the Name of Allah, most Gracious, most merciful first and the foremost, thanks to Allah SWT, who with His willing give us the opportunity to complete and able to produce this business plan. We have faced several of obstacles and difficulties in preparing this business plan. Even though we are still manage to complete our business plan on time and all the members had done a good job by fully give their cooperation to complete our business plan.

Secondly, we want to sincerely thank our lecturer, MADAM SHARIFAH NURAFIZAH SYED ANNUAR for all the guidance, encouragement for this report and educating us through the semester by taught us about business in her class (ENT300). This assignment cannot be completed without the effort and co – operation from our group members, Shaliza Ridah, Noordilah Fitri binti Paimin, Sharifah Nadhirah Binti Sadon, Valentina Untan and lastly Ronny Rubin.

Furthermore, we want to express our gratitude to our friends for the support and willingness to help and spend some times with us and also our parent for their willingness to help us in term of money, time.

Lastly, By implementing ourselves as an entrepreneur, We can take this chance as an opportunity for us in the future with the knowledge we have learned in (UiTM) we all believe that this business plan can go further in the future because by learning ENT300 we all are able to understand on how to start up a business and also know how to manage it.

## 1.1 EXECUTIVE SUMMARY

The name of our company is Ace of Spade Enterprise .Which is our business is providing a shop with necessity goods and delivery service.

Our main headquarters is located at Bandar Sierra Bvd., Telipok, 89200 Kota Kinabalu, Sabah, Malaysia. We expect our business will operate starting on May 2017. As we know most parent in the city have no time to buy ingredients and necessity goods because of their working hour. That why we intend to enstablish our business which is provide shop with necessity goods and delivery service so that the customer no need to go to the shop to buy their goods.

Furthermore, our business also intended to prepare for the future incoming, because when the population increasing the demand of working in the city will be increasing, when talk about time, the working person may not have the time to go shop and buy even the necessity goods for their children. To solve the problem faced by the people that live in the city, we create our main business which is Shop and Delivery service which are we will delivered the goods that will be requested by our customers.

In order to fulfil and make our proposal or even our business started, our company requires **RM 100,000** to started our business which is we need shop, transportation for the delivery purpose and also capital for the goods that we will provide to the customer.