



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENUERSHIP (ENT300)
ASIAN PEARL ENTERPRISE

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EXECUTIVE SUMMARY

Asian pearl enterprise is one of the business that focus on the product from material. This is one of the popular product nowadays and basically it is have a high demands not only in Malaysia but in worldwide. This also became platform to boost our economic and to promote the pearl into high level. Our keys to success Build and sell high quality product, Achieve 100% customer satisfaction, Build brand image and quality through marketing.

Asian pearl enterprise located in Kota Kinabalu city, it is strategic at the centre of city to attract customer, our target market not only from local people but also for tourist . beside that, its also nearest with supplier from Sinsuran to Oceanus Waterfront Mall.

At basically our sales forecast has been expected increase from year 1, year 2, year 3 as a RM 720,000.00, RM 907,200.00, RM 952,560.00. in order to run this business activity we still looking for a capital RM 290,000.00 to expand the business and improve the export and import of pearl.



INTRODUCTION

Asian Pearl Enterprise is company that sell watch, and necklace that made from ocean pearl. It is located at Ocean Mall in Kota Kinabalu city, nearest with promenade hotel and marina court apartment. There are some factor that selecting this proposed business, it is because to enhance the economic in term of national income. We know that Sabah is a listed in top 10 tourism rank especially in Malaysia. Automatically its can attract tourist to come in our state. Other than that, it is also to develop Bumiputera business especially in pearl business, we already know mostly Sabahan are popular in ocean handcraft, this became a medium to boost the Bumiputera business. Suitable with the company mission and vision to gain profit for long term and short term it is also automatically became generate income for country. One of the vision Asian pearl enterprises is to produce quality pearl and getting customer satisfaction. This is how we try to promote pearl into global.



PURPOSE

1. To attract or get capital provider to run this business in term of asset or financial support.
2. To restructure the business activity in term of marketing strategy, organization and financial planning.
3. To expose more information detail for capital provider in term of financial budget, sales strategy.
4. To develop new existing business activity in term of pearl product.



MARKETING PLAN

INTRODUCTION

Marketing plan was done in order to plan the strategic how to attract customer to buy our product and accepted by the customer in the market place. In addition we want to come out with several initiatives to advertise our product to customer. Since there is existing competitors of our pearl product, marketing plan is one of the strategic to find out the solution how to distribute our product towards the customer.

