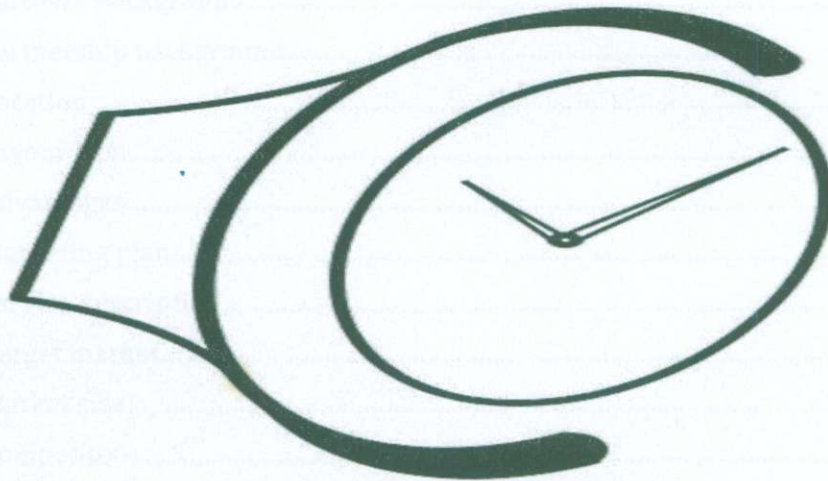




اَوْتَمُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ مِثْلًا
UNIVERSITI
TEKNOLOGI
MARA



CLOCKERZ BERHAD

ENT300 BUSINESS PLAN

PREPARED BY:

ZAINAL BIN MOHD BAKRI (2013597301)

MITCH BIN OMAR ALI(2013101291)

SYAZWINA NATASYA BINTI SAPIHI (2013973047)

ARNA KARTINI BINTI ANAFIAH (2013737121)

AM110A401

Table of Contents

Executive Summary

1.0 Introduction.....	
2.0 Purpose.....	
3.0 Company Background.....	
4.0 Partners Background.....	
4.1 Partnership background.....	
5.0 Location	
5.1 Layout plan.....	
5.2 Advantages.....	
6.0 Marketing plan.....	
6.1 Service description.....	
6.2 Target market.....	
6.3 Market size.....	
6.4 Competiton.....	
6.5 Market share.....	
6.6 Sales forecast.....	
6.7 Marketing strategy and budget.....	
6.8 Marketing budget.....	
7.0 Operation plan.....	
7.1 Process planning	
7.2 Product planning.....	
7.3 Material planning.....	
7.4 Manpower panning.....	
7.5 Overhead requirement.....	
7.6 Location.....	
7.7 Business and operation hour	
7.8 Lisencc, permit and regulations required.....	
7.9 Project implementation schedule.....	
8.0 Organizational plan.....	
8.1 Organization vision and mission.....	
8.2 Organization chart.....	
8.3 Manpower planning.....	
8.3.1 Schedule of task and responsibility.....	
8.3.2 Schedule of remuneration.....	
8.4 List of office equipment.....	

Executive Summary

1.0 Introduction

Clockerz berhad is a clock manufacturer located in lot 05, Jalan sepanggar, Alam mesra, 91100 Kota kinabalu, Sabah where it is a new market place that organizes at the near housing area. Clockerz berhad produce can be a benefit for men, women, and children and accepts appointments as well as walk-ins. Clockerz berhad is able to give satisfaction to the customer's in needing an efficient way to manage their time schedule.

Even though there are many clock manufacturer in Malaysia, Clockerz berhad will excel due to its attention on the styling and unique feature of clocks. Through unheralded customer attention, Clockerz will slowly but surely gain market share as it products the entire age and family who have children.

People across Malaysia have decided to use our product because mostly people are unaware of the importance of time in their daily life. For example, kids who have not yet mature need to manage their schedule to become more efficient in their study. Clockerz berhad has foreseen this opportunity to provide the finest and highest quality of clock and to manage people time, despite their age or gender. This has shown that Clockerz has the quality to be one of the most successful clock manufacturers in Malaysia.

We, Clockerz berhad, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to take care of their time schedule, as the time is important matter in life, and to make them more accustom to efficient life style. Clockerz sees this as a way to prosper in this market, by taking advantage of all these people's need especially age 16 and below.

2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Clockerz berhad will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Clockerz berhad has asked from RHB bank for a loan up to RM 50,000 so that it can build itself in this business. The other RM 100,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 25,000 each.

The financing will be used to purchase a start up assets like salon equipments, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business.

Clockerz has the opportunity to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Clockerz berhad will fully utilize all the assets so that it can maximize the profit.

The profit that the company gets will be used to pay the loan that is given. Clockerz berhad is completely confident that it will be able to pay the loan back including the interest payment in the loan given.

6.4 MARKETING STRATEGIES

Marketing strategies is a way on how we promote our product to the customers. We have a few strategies on how to attract the customers to buy our product. Our marketing strategies is our strength upon our product as it is also our best solution in dealing with the customers demand.

6.4.1 Quality

Clockerz Bhd concerned highly on the quality of our product because our customers demand a high quality product to go with. The materials that we use are imported from USA, Korea and China. Quality plays a main role in marketing strategies. The main thing that always we think before offering our product to the customer is the quality. When our customers are satisfied with our product, they will inform about our products to their friends or family members and by that way, we can expand our sales slowly.

6.4.1 Pricing

Since our product is suitable for all ages, we decided to make it affordable too because as we know, students do not have a lot of funds to spend on a clock but our clock comes in an affordable price and it's also very useful at the same time. The prices of our clocks are the same and it does not matter about the designs and styles of the clocks.