



UNIVERSITI TEKNOLOGI MARA

SABAH CAMPUS

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
GOLDEN HEIRS

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

Golden Heirs located in Taman Indah Permai, 88997 Kota Kinabalu Sabah Malaysia. Our store is next to Ali Baba Restaurant. This will allows the entire family to have their needs and satisfied in one convenient location. They do not have to go far in order to satisfied all their needs. Golden Heirs can fulfil their wants in terms of improving their convenient.

Golden Heirs produce an item that can be used by all ages. While there are many products sell in supermarket that are more modern and elegance than our product but through this we can gain our own customer by selling a cheap and useful. Through unheralded customer intention, Golden Heirs will slowly but surely gain market share as it products can be owned in lower price and come out with a unique style.

Lastly, Golden Heirs location will allow it to attract a lot of walk-in traffic. Moreover, Taman Indah Permai is a strategic place where all different level of people always come to Indah Permai such as student from Uitm and working people from Alamesra and Uitm. People across Malaysia will decided to use our product when they want to fulfil their self comfort, for example to have a book holder while reading a book in train, bus, bus station to less burden of holding the book.

Golden Heirs has foreseen this opportunity to provide the finest good quality of book and laptop holder to all people. This has shown that Golden Heirs has the calibre to be the one of the most successful company in Malaysia. As Golden Heirs shows one of the kind product from the other same kind of product

We, Golden Heirs, saw the opportunity that this business has the potential of success provided that it is promote efficiently. The people have always needed to make themselves comfort and fetish. Golden Heirs sees this is a way to prosper in this market, by taking advantage of all these people's wants.

2.0 PURPOSE

This business plan is prepared because to convince banker in order to raise capital and obtain support for the venture. We need to raise fund for the purpose of company management and upgrading. This business plan is also being drafted so that Golden Heirs 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.

Golden Heirs has asked from Maybank for a loan up to RM 10,000 so that it can build itself in this business. The other RM 60,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 15,000 each. The financing will be used to purchase a start up assets like hangers, tools, furniture and store front and artwork. 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. Golden Heirs has all the ingredients 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.

Golden Heirs 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. Golden Heirs is completely confident that it will be able to pay the loan back including the interest payment in the loan given.