



ENT 300

FUNDAMENTAL OF ENTREPRENEUR

BUSINESS PLAN



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SUBMISSION DATE : 20/8/2015

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ACKNOWLEDGEMENT

First of all, we would like to thank to Allah SWT for giving us the opportunity to complete this business plan at the time given. Without His grace, we would not be able to complete this project as required.

We would like to express our special thanks to our beloved lecturer, Miss Rosmah bt Abd Ghani@Ismail for her guidance all this time. With her help, we could finish this project according to the plan. She willingly shared her knowledge and information with us until we succeed to propose this business plan. All the information given is essential as a guide through out the completion of our business plan.

Next, the appreciation goes to the members who have worked diligently to ensure the success of this project is achieved . We have been together facing the hardship during the completion of the business plan.

The appreciation also goes to our classmates, friends and families which have been supporting us financially and mentally to finish this business plan.

Finally yet importantly, we hope all the knowledge given an experience we get can be applied in the future. Once again, without the help from the people involved, this project cannot be done successfully.

INTRODUCTION

HomieStyle Furniture is a furniture store located in No 18 & 19, Jalan Padi Emas ½, Bandar Baru Uda, 81200 Johor Baru, Johor . We choose this location because this store is located in a strategic area as the population of people living in this city is quite high and there are many new buildings that have been build in this area. Our business will begin to operate on 1st January 2016.

HomieStyle allows household especially working housewives to manage their chores more efficiently, clean and neat. HomieStyle Furniture delivers the best service and the updated design of household furniture that meet the urban styles and taste of our customers. We use the best quality material to produce the furniture. Furthermore, our products are available at an affordable price for all level and type of the customer. Since our store produce the best furniture with the best quality, it has a big potential to be known in the market and could gain a big return of profit in a short term and long term.

We hope that this business is meeting the demand of our customer. To build this business, we have put all of our effort to make a complete and details research on market demand to expand our product to the gobal market. We will make sure that every customer will always satisfy with our design and quality of the product. We will ensure that our product is profitable and be competitive especially in the international market.

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Purpose of preparing the business plan

1. To evaluate the project viability and growth potential
2. To apply for loans or financing facilities from the relevant financial institutions
3. To act as a guideline for the management of the proposed business
4. To allocate business resources effectively

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