



FACULTY OF APPLIED SCIENCES

UiTM KAMPUS KUALA PILAH, NEGERI SEMBILAN

ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP



BUSINESS PLAN REPORT

Woodpillar Enterprise

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1.0 EXECUTIVE SUMMARY

WOODPILLAR is a Malaysian-based furniture company dedicated to providing affordable, durable, and stylish furniture for homes and small businesses. WOODPILLAR's mission is to make quality furniture accessible to the everyday consumer without compromising on design or functionality. With a core focus on budget-friendly products, WOODPILLAR aims to serve a growing market of first-time homeowners, young families, students, and small office spaces who seek value-driven furnishing solutions.

The brand's motto, "The Pillar of Your Home," reflects the commitment to being a dependable and essential part of Woodpillar Enterprise customers' lives just like a pillar that supports a home. From living room essentials to practical workspace furniture, each piece offered is crafted with care, designed for comfort, and priced with purpose.

WOODPILLAR operates with a skilled management team, including specialists in operations, marketing, finance, and production. The company's showroom and online store will serve as primary sales channels, supported by social media marketing and outreach to developers and interior designers. The company's strategic plan includes expanding product lines, streamlining production to reduce waste, and eventually opening branches in other affordable housing areas.

With a clear vision, strong branding, and efficient operational planning, WOODPILLAR is well-positioned to become a trusted name in Malaysia's furniture industry that delivers comfort, style, and reliability to homes across the country.