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BizNewz

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MANAGEMENT • INVESTMENT • ECONOMICS • ENTREPRENEURSHIP • TECHNOLOGY

Mengapa Pelaburan Emas Menjadi Pilihan?

Telur Mana Telur?

*You
are
what
matters*

An Affair of Online Learning and Covid-19

Pembasmian Kemiskinan Dalam RMK Ke-12

Bukit Harimau Menangis

Tarikan Pendakian di Kemaman

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Photo by Marek Levák on Unsplash

ENT300:

GENERAL GUIDELINE FOR

BUSINESS PLAN WRITING

(Part 2)

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Besides the overall structure and the look of a business plan, the content is very important to convince readers. Discussed below are among the matters that must be taken care of to produce a good business plan. (Note: The 1st 7 subtopics have appeared in the previous edition of BizNewz).

- Cover page.
- Cover letter and Submission letter.
- Table of Content.
- Tables and Figures.
- Page Background.
- Executive Summary.
- Partner's Background.
- Company's name and logo. Company's name will reflect product or service provided. Do not choose a name that could mislead or misunderstood. Combination of owner's name is also not recommended as it does not help customer to have a correct idea about your business. Just pick a straightforward name as to reflect your business. Remember, company's name is also part of marketing. It is an important link between you and your customers.

e.g. Designing and Printing Studio, D'Garden Café & Madu Asli Enterprise

You may have different name for business (i.e. business name) and premise (trade name). For example; D'Garden Food and Beverage Enterprise is business name and D'Garden Café is trade name.

Logo will reflect overall image of entrepreneur and from it as well, impression towards product and services marketed by entrepreneur will be constructed. Having said that, appropriate logo with attractive design and proper choice of colour may win customer's heart. Make sure your logo reflects your products and services to eliminate misunderstanding that may be constructed by customer due to poor presentation. This situation, thus, may result in potential loss of customer and bad image.

It is recommended to have not only logo, but also company's name and tagline (if any). This is directly conveying a straightforward and correct message to the customers.

For example, look at figure 1. What would be your first impression about it? What is your guess about products or services provided? We have no idea, right?



Figure 1: Example of Company's Logo

What about figure 2 and 3? Do you have clearer idea about the company?



Figure 2: 2nd example of Company's Logo



Figure 3: Example of Recommended Logo

Location map. The main reason of having a map in the business plan is to make it easy for the reader to recognize and visualize the company's location.

Map would be the best tool for your stakeholder to reach you. However, unclear, or messy location map will defeat this purpose.

Do not ever use Google Map format to display the location map. It is very general and vague. The good example will be the map displayed in the invitation card. Please make sure you get the road's name right and the main landmarks are mentioned in the map. This will be of help to the reader to locate the place of your business premise.



Figure 4: Unclear and Inaccurate Map



Figure 5: Recommended Map

k) Choice of font colour (title). It is not wrong to use combination of colours or other colours than black for the font but you must make sure that it is not too fancy. The readers may get distracted with colourful font that may illustrate inconvenient view. It is recommended to use not more than three (3) colours for the font.

PURPOSE FOR

PREPARING

BUSINESS PLAN

Figure 6: Colours That Are Too Fancy

l) Do not simply put unoriginal official documents that was obviously taken from others. Especially, when you have not yet gone through all procedures involve in getting those documents because of the status as new ventures or not yet registered.

Following figures show the instances. Please refer to the red circles. It is obvious that they used liquid paper to erase original owner's details and replaced it with theirs. The figure also shows that the student pasted her own picture on the business license. This offence is quite serious and should not be done at all.



Figure 7: Unoriginal Official Documents

m) Please arrange for a site visit to the mentor's business premise. Only entrepreneurs know well about various aspects of business. List down as many as possible any related questions with the aim of getting as much as possible information. You should carefully select mentors so that relevant and accurate information can be gathered. You may also interview more than one entrepreneur to get wider perspective and various inputs.

n) Sign the agreement and the letter. Do not simply leave the space for signature blank.



Figure 8: Unsigned Letter



Figure 9: Unsigned Agreement

o) Overall recommended format.

Arial, 11
 Line spacing: 1.5 spacing
 Text alignment: justify
 Written in point form and short paragraphs

“Allah loves to see one’s job done at the level of
 itqan.”
 (Prophet Muhammad S.A.W)



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