



FUNDAMENTALS OF ENTREPRENEURSHIP

PROJECT:

BUSINESS PLAN OF FIOSTAR WAVE RECYCLE - HEAL OCEAN BOTTLE

GROUP:

AM1105A5

PREPARED BY:

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ACKNOWLEDGMENT

Assalamualaikum and Hi! We are student from class AM1105A5 Diploma Public Administration from faculty of Administrative Science and Policy Study have finished the paperwork of our business plan. The main purpose of this business plan is to complete the terms and conditions of our assignment for Fundamentals of Entrepreneurship (ENT300). Thus, this business plan ensure to us for gain some knowledge on how to start a business.

We would like to thank Sir DR. MOHD ADZWIN FARIS BIN NIASIN which is our lecturer for giving us the invaluable knowledge within this ENT300 subject because without his help and guidelines, we are sure that we cannot get this far to complete our work and to understand on how to learn about the business.

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Lastly, we also would like to apologize for all the inconvenience mistake that happen during our process on settle this business plan, editing of our video, and presenting this project.

Thank You.

EXECUTIVE SUMMARY

FioStar Wave Recycle is an organization that is a partnership-based form of company. It means that this business establishes a type of collaboration. For five members, such as General Manager, Administration Manager, Marketing Manager, Operations Manager and Financial Manager, the relationship form under this business consists of and holds the position.

Since the organization follows the model of cooperation, it means that each member contributes to the company as the starting point for building up the company. The sector that amounted to the business value of the company totaled RM59, 030 as RM27, 030 by the General Manager. While RM8, 000, respectively, is the other manager.

The bottle is supplied by this manufacturer using a plastic bottle, glass and plastic bag. The recycled waste is turned into a special bottle, such as the Heal Ocean Bottle. As it has other materials that has been processed in order to turn to the bottle, it made 85 percent from the recycled waste. As our main product brand, the bottle is identified with earth healing. The bottle that uses the go green principle also incorporates itself. In comparison, even though it uses recycled waste, the bottle comes with the most affordable price. While our business in Pusat Perindustrian Sri Lorong Inanam Baru, our emphasis placed only on bottles in Sabah, in specific Kota Kinabalu.

1.1 INTRODUCTION TO “FIOSTAR WAVE RECYCLE”

In our era of globalization, some people do not even pay attention to the climate and the world. This is because in Malaysia, the environmental issues related to plastic waste have been a big concern. In the globe, where plastic pollution is the worst handled, our nation has been ranked 8th. The report by Jenna R. Jambeck reported that in 2010, Malaysia poorly managed 0.94 million tons of trash, 0.14 to 0.37 million tons of which may have ended up in the environment. Malaysia is the 5th global waste polluter in the oceans, according to the report. It has a high potential to cause serious environmental harm in the form of air, climate change and natural toxicity. This highlights that plastic pollution, especially in the ocean, indicates that it is the primary factor causing the world a critical situation.

That is why our business comes up with the company that will certainly cure the world, because of the biggest impact as mentioned. Our manufacturers concentrate and transform the recycled waste into a unique bottle, such as the Heal Ocean Bottle, our signature bottle. We come up with a product that essentially comes from recycled waste, particularly in Sabah, as it could cure our worlds. Other than that, our FioStar Wave Recycle company name is inspired by our idea itself. As people need to find out what makes we need to heal our lives, or in other words, our home, Fio stands for finding it out. Star stands for the sparkles in our bottle and the beauty of the worlds as people stand together to shine the world. The sea is the wave, since much of the recycled waste comes from the ocean and the beach. Finally, recycle stands for the transformation of the bottle exchange using the recycled method. Our company will get the incentive at the time of implementing after making the healing ocean bottle that has been sold, as well as adapting the 5R theories instead of 3R.

Finally, on (01/05/2020), FioStar Wave Recycle will be announced and launches as well as will be located at Pusat Perindustrian Sri Lorong Inanam Baru, Inanam, Kota Kinabalu, Sabah.

1.2 PURPOSE OF BUSINESS PLAN

Firstly, the main component of our company's strategic strategy is to describe and illustrate what the company is concerned about. This highlights the value of clarifying the vision and purpose of an organization that would surely have an effect on recognizing what needs to be achieved with the next progress. This indicated that we should consider what the first move is before continuing and jumping in with our organization, such that the business strategy would provide our company advantages in terms of direction, organizing, running, guiding and managing.

The aim of the business plan is to show the idea of POLC because our organization wants to solve and monitor administrative, organizational, marketing and financial management to ensure that our company operates for a long term.

Clarification may describe the general description of the product as well as what could be done with the goods and services. It implies that, in general, it clarifies and describes the operation of the product. To make it clear, for the purpose of business, a business strategy is outlined for an entrepreneur. Obviously, it requires the organizational, marketing and financial capability and commitment as we have been. It has all the detailed and needed information.