



اَبُو بَكْرٍ سَيِّدِي تَبَكُّوْا لِيْ مَا اَرَادَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205I

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

ASLE care

PRODUCT NAME

PREPARED FOR:

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PREPARED BY:

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NUR AIMAN SURAYA BT SULAIMAN 2018282968

LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Pahang
26400 Jengka Pahang

10 January 2021

Sir Azeman ABD Majid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Applied Science
Universiti Teknologi MARA Pahang
26400 Jengka Pahang

Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan “**ASLE Care**” to fulfil the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

NUR A'AINAA LIYANA BT BADRUL HISHAM	2018269348
NUR AIN ALISA BINTI MALEK	2018659058
NUR AISHAH MURNI BINTI SAHADAN	2018238584
NUR AIMAN SURAYA BT SULAIMAN	2018282968

Thank you,

Yours sincerely



.....
(NUR A'AINAA LIYANA BT BADRUL HISHAM)
General Manager

ACKNOWLEDGEMENT

Assalamualaikum,

In the name of Allah, most gracious and merciful, praise upon Him that he still gives us chance to finish our business plan on the right time and success with all the obstacles during the time to complete this report. First of all, we would like to thank to our entrepreneur lecturer, sir Azeman for the guidance for each element in this business plan that has been given to us in order to complete this assignment. He helped all the time when we needed and he also gave a right direction toward completion this business plan.

We expressed a deep of gratitude to our group mate Nur Ain Alisa binti Malek, Nur Aiman Suraya binti Sulaiman, Nur Aishah Murni binti Sahadan and Nur A'ainaa Liyana binti Badrul Hisham because all of them were given a great performance to complete this business plan.

We also would like to thank to our classmate who help us in giving some information and a little as much ideas to finish this business plan. Without them, we think that we cannot complete it smoothly. Last but not least, a big thanks to those who are involved direct or indirectly work to finish this assignment by giving some support and ideas to me.

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EXECUTIVE SUMMARY

Our company name is ASLE Care. The idea of the company name come up from combination of our initials names and product that we produce. Now, we are having pandemic and we must practise new norm which required us to put on mask, sanitizing our hands and more. So, we want to provide the complete set of new norm kit that is handy for consumers. We decided to create this company because we are thinking to provide a stylish and handy new norm kit so that we can ensure and encourage people to follow the new norm rules. The kit that we will provided mostly are very fashionable and suite to be give as a gift in this pandemic situation. This kit came with reusable facemask, sanitizer, pouch, and facemask holder. This way, customer can buy the complete set with an affordable price and the stylish one. That is why we want to take this opportunity to open this business.

The Date of business Commencement of ASLE Care is on 21.1.2021. There will be a general manager, administration manager, operation manager, marketing manager and financial manager. ASLE Care business is managed by four partnerships. For the marketing budget, it will be around RM 8616.75. For the operation budget including fixed and raw materials it will be cost RM 26454. Administrative budget will cost around RM 19664. Therefore our profit in the first year will be estimated around RM 206382.50. For the second year our profit is increase at 31.72%, meanwhile for the third year our profit increase in 34.79%.