



اَبْنُو سَيِّقُ بَاتِيكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

F.A.F.A.S

Faculty : Bachelor of Business Administration (HONS)
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Programme Code : BM 250
Course : Principles of Entrepreneurship
Course Code : ENT 530
Semester : 4
Group Name : F.A.F.A.S
Group Members :

Name	Matrix Number
Aliff Bin Azhan Zamiry	2016673498
Mohd Faizuddin Bin Abdullah	2016631598
Mohd Syazlie Anas Bin Ahmad Hadri	2016575143
Mohd Farhan Bin Mohd Suffian	2016537459
Stepfanus Samuel	2016551861

Submitted to : Dr Jacqueline Koh Siew Len Bte Stephen

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F.A.F.A.S

HEALTH & BEAUTY

3. The Competitive Advantage

- Excellent value-for-money we offer to our customers
- Product quality and healthy with a price lower than that of the competition
- Cost control and economies of scale
- Clear shaped image and brand experience aligned to healthy lifestyle concept
- Innovation of product while maintaining the original attribute of the products
- Unique and high traffic location.

EXECUTIVE SUMMARY

1. The Business and Product Concepts

FAFAS is the company where a product distribution industry in Malaysia based on healthy products. This company wants to build because the interest from organization members at selling extrajoss, co-white collagen, cheesekut, kispeas and tanaka kuaci. Nowadays not many retailer can sells variety of healthy products because lack of supplier in Sabah.

2. The Target Market

The market can be divided into two market segments, families and individuals. Families will mostly compromise the majority of healthy products business with individuals making up with the majority of eating healthy products. Since product distribution industry is very profitable in the market during this era, our target market is for all ages of people but we mainly focus on targeting teenagers, adults and people who are active in living healthy life. This people are the one who will look out for healthy products and there goes our role to provide them our services. FAFAS is basically a business that provide the services of selling healthy products.

The market potential that we aim is we want to be a big supplier to people in whole Sabah. We want to be a best market leader in selling healthy products and be a good opponent to our competitors. We want to compete among other competitors that has excellent in market which in domestic.

3. The Competitive Advantage

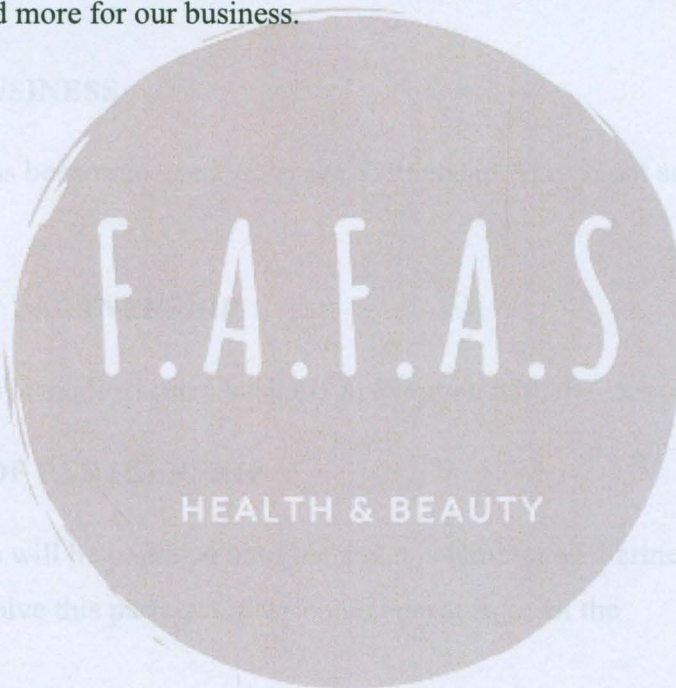
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4. The Profitability

In term of financial plan of project cost which is project implementation cost we calculate because for our starting project and for launching our products. We have calculated our project cost is RM 39,283.00. Last is the expected return, we are referring pro forma income statement which is the net profit before tax is RM 51,942.00 as the final element to computed in the income statement.

5. The Management Team

In term of project management, the owner of FAFAS is partnership and have 5 organization members who were involve to success in this project. We had our own plan how to create and expand more for our business.



4. CAPITAL CONTRIBUTION

Partner Name	Capital Contribution (RM)
Mohd Farhan bin Mohd Samad	300
Mohd Farhan bin Mohd Samad	300
Mohd Farhan bin Mohd Samad	300
Mohd Farhan bin Mohd Samad	300
Mohd Farhan bin Mohd Samad	300

PARTNERSHIP AGREEMENT DUTIES

The PARTNERSHIP AGREEMENT is made on 14 March 2018 between three partners:

- Mohd Farhan Bin Mohd Suffian
- Mohammad Faizuddin Bin Abdullah
- Aliff Bin Azhan Zamiry
- Mohd Syazlie Anas Bin Ahmad Hadri
- Stepfanus Samuel

1. TYPES OF BUSINESS

The business has been registered under the Partnership Agreement Act 1961 using the name of FAFAS.

2. PURPOSE OF PARTNERSHIP

The partnership is made to carry business in common with the view of making profit.

3. DURATION OF PARTNERSHIP

The partnership will continue until the day it is terminated. Partners are prohibited from terminating or dissolving this partnership without consent from all the partners in the firm.

4. CAPITAL CONTRIBUTION

Name of Partners	Equity Contribution (RM)
Mohd Farhan bin Mohd Suffian	500
Mohd Faizuddin bin Abdullah	500
Aliff bin Azhan Zamiry	500
Mohd Syazlie Anas bin Mohd Hadri	500
Stepfanus Samuel	500