



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

OUR PLACE

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TABLE OF CONTENTS

CONTENTS	PAGE
INTRODUCTION	
1.1 EXECUTIVE SUMMARY	7
1.2 BUSINESS PURPOSE	8
1.3 BUSINESS PROFILE	9
1.4 BUSINESS LOGO	10
1.5 BUSINESS BACKGROUND	11 - 12
1.6 PARTNERS BACKGROUND	13 - 16
ADMINISTRATION PLAN	
2.1 INTRODUCTION TO ORGANIZATION	17
2.2 ORGANIZATION-CHART	18
2.3 ADMINISTRATION PERSONNEL	19
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES	20 – 21
2.5 SCHEDULE OF REMUNERATION	22
2.6 SCHEDULE OF ALLOWANCES	22
2.7 WORKERS INCENTIVE SCHEME	23
2.8 LIST OF FURNITURE AND FITTINGS	24 - 25
2.9 ADMINISTRATION BUDGET	26
MARKETING PLAN	
3.1 INTRODUCTION	27
3.2 PROFILE OF SERVICES	28
3.3 TARGET MARKET	29
3.4 MARKET SIZE	30
3.5 COMPETITION	31 – 32
3.6 MARKET SHARE	33 – 35
3.7 SALES FORECAST	36 - 37
3.8 MARKETING STRATEGIES	38 - 43
3.9 MARKETING BUDGET	44
OPERATIONAL PLAN	
4.1 INTRODUCTION	45
4.2 OPERATIONAL PROCESS	46 – 47
4.3 CAPACITY PLANNING	48 – 50
4.4 MATERIALS REQUIREMENTS	51
4.5 LIST OF MACHINES AND EQUIPMENTS	52
4.6 LAYOUT PLAN OF OPERATION AREA	53
4.7 OPERATIONS OVERHEAD	54
4.8 OPERATIONS BUDGET	55

FINANCIAL PLAN	
5.1 PROJECT IMPLEMENTATION COST AND SOURCES OF FINANCING	56
5.2 TABLE OF DEPRECIATION	57 – 58
5.3 LOAN AMORTIZATION SCHEDULE	59
5.4 CASHFLOW PRO-FORMA	60
5.5 PROFIT AND LOSS PRO-FORMA	61
5.6 BALANCE SHEET PRO-FORMA	62
CONCLUSION	63
APPENDIX	64

1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

The business is based on a partnership consists of 4 members. We have General Manager, Marketing Manager, Operational Manager, Financial Manager, and hiring Administrative Manager. We obtain our business capital majority from a loan from CIMB Bank and capital contribution from each of our manager, costing up to RM 200,000.

We intend to set up business serviced-based with a name Our Place. We agreed to set up our business and commence it on 1st April 2014 at LOT 1-25, First Floor, Suria Sabah, JalanTunFuad Stephen, Kota Kinabalu, Sabah.

Our business is mainly about giving the social space for the customers to relax and feel comfort plus having some fun. As many tougher competitions we would face in running our business, we include a special value in our service that is gives customer's need and wants at the same time achieved the targeted profit. We are mainly focused on customer's satisfaction and followed by the long term profits to do the business. Our marketing strategy is very important in purpose to diversify the business ideas and In order to determine business successful. Since our business was started from scratch, therefore we have to come up with ideas on how we can attract people interest and make a lot of profit.

Besides that, financial management is important as a guideline for our company in order to start a fresh business. From the financial plan we can plan to minimize the expenses and maximize the profit in our business. It includes the entire of financial pan for department. It also shows the short and long-term financial and also the amount of capital that we need for this business which is by loan and cash contribution from the partners.

1.2 PURPOSE

- Business plan is design to express plans and intentions for the business and also for the future success.
- Business plan can help to clarify business niche and growth potential as it can help in describing or portraying the ideas before facing any failures.
- Business plan helps to determine the best way to allocates resources especially for budgets and assets.
- A well written business plan act as a guidance in operating the business as it provides a day-to-day operational assistance.
- Business plan helps the business to move from scratch to success through a well planned process.
- Business plan contributes in development of a business as it helps to make right decisions.