



اُنْهَرُ سَابِقِي تَتَكُونُ لَوْ كُنِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**PRA-BOAT SDN.BHD**

**FURNITURE**

**PREPARED BY**

**FACULTY & NAME** : Faculty of Architecture Planning and Surveying (FSPU)  
**SEMESTER** : 04  
**PROJECT TITLE** : FURNITURE STORE  
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**PREPARED FOR:**

**MISS ROZIAH BINTI HASSAN**

**SUBMISSION DATE:**

**13<sup>TH</sup> MAY 2019**

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In addition, we like to thank you of all our member who are very polite and always productive to our project. We always gathering together for meeting with the purpose to complete this business plan. Everyone takes their responsibility same as their position in marketing management, operation management, administration management and finance management.

We also want to thank to all of our friend that supported us for doing this business plan and appreciate all the advice and suggestion that we had to complete this assignment.

## LETTER OF SUBMISSION

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Miss,

### **Submission of the Business Plan (ENT300)**

Attach is the business plan the title “**PRA-BOAT SDN.BHD.: FURNITURE FOR ALL**” to fulfil the requirements as needed as university requirements.

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

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Thank you.

Yours sincerely,

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AMIRUL AZWAN BIN ABDUL AZIZ

General Manager

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## **EXECUTIVE SUMMARY**

Pra-Boat Sdn Bhd provides sophisticated and maintaining services of furniture, that'll minimize our customer's space usage and maximize their comfort. Our team will ensure that the furniture is long-lasting.

Pra-Boat Sdn Bhd is headquartered in the Bandar Seri Iskandar and incorporated in Bota, Perak. The company is owned by Azwan Aziz and 3 other partners. Azwan has extensive experience in manufacturing furniture while the others are very experienced in managing activities.

Our clients are the one who seeks more space in their home while having comfort and being able to move their furniture anywhere easily. Pra-boat Sdn Bhd provides a variety of sophisticated furniture and its services, which include:

- Portable & space-saving furniture
- Multi-functioning furniture
- Furniture customization
- Fix and repair old furniture

Across Malaysia, the furniture business has seen an explosion of growth over the last three years. Seri Iskandar is an affluent area with a high furniture demand. Our market research has shown that 9 out of 10 people polled in Seri Iskandar would need to save space in their home while doing various task and 6 out of 10 would want bring their furniture anywhere.

- While there are currently 4 businesses selling furniture in Seri Iskandar, none of them are providing space-savvy furniture and any related services.
- Pra-Boat's marketing strategy is to emphasize the quality of our furniture, we provide multifunctioning design and the availability of our services. Small-sized homeowners, for instance, will be able to do anything he want despite having a limited space.
- All furniture services will be provided by certified staff.
- All employees are insured and bonded.

Based on the size of our market and our defined market area, our sales projections for the first year are RM9,177,600. We project a growth rate of 5% per year for the first three years.

We have plan to aggressively build our client base through newspaper, flyers, signboard, banners, website, social media, and direct mail advertising. The organized services and sophisticated furniture that Pra-Boat Sdn Bhd will provide is sure to appeal to every busy homeowners throughout the Seri Iskandar area.