



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

D'NIMBE SDN BHD

WIRELESS WEIGHING SCALES & BRAIDED CABLE

PREPARED BY

FACULTY: FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

PROGRAMME : DIPLOMA IN BUILDING (AP116)

SEMESTER : 4

GROUP : 4B

PROJECT TITLE : BUSINESS PLAN REPORT

GROUP MEMBERS :

NO.	NAME	STUDENT NO.
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3	'AYUNI NADHIRAH BINTI MOHAMAD YAMIN	2017206406
4	NUR AINA IDAYU BINTI MOHD SUHAIMI	2017207044
5	NUR HANIM SYAFIQA BINTI SHAMSUL KAMAL	2017208696
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PREPARED FOR :

NUR HAZWANI BINTI ZOLKIFLY

DATE OF SUBMISSION :

13 JUNE 2019

LETTER OF SUBMISSION

Diploma in Building (AP116),
Faculty of Architecture, Planning and Surveying,
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10th June 2019

Madam Nur Hazwani Binti Zolkify
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Seri Iskandar, Perak,
32610 Seri Iskandar,
Perak.

Madam,

Submission of the Business Plan (ENT 300)

According to the title above, we would like to submit our business plan on the name of D'Nimbe Sdn. Bhd. consist all the detail, example, document and the following procedure which is located at Tanah Merah, Kelantan.

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

MUHAMMAD FIRDAUS BIN MD KHIDER	2017208792
MUHAMMAD AIMAN BIN NOR AZMAN	2017206896
'AYUNI NADHIRAH BINTI MOHAMAD YAMIN	2017206406
NUR AINA IDAYU BINTI MOHD SUHAIMI	2017207044
NUR HANIM SYAFIQA BINTI SHAMSUL KAMAL	2017208696
WAN NOR HAFIZAH BINTI WAN AHMAD SAIFUDDIN	2017206466

Thank you,

Yours sincerely

(_____)

(MUHAMMAD FIRDAUS BIN MD KHIDER)

(General Manager)

ACKNOWLEDGEMENT

We are very grateful because we managed to finish our site visit and complete this report within the time given. We would like to express our highest gratitude to our lecturer Pn Nur Hazwani Binti Zolkifly who gave us the opportunity to do this assignment. She also gave us the guidance and cooperation throughout the starting and completion of our report. We learned and experienced many new thing and we are really thankful for it. She has been kind and patient dealing with us for the entire process throughout the completion of this report. Without a doubt, her friendliness and hospitality toward us as her students are the best among the best.

Any attempt at any level cannot be satisfactorily completed without the support and guidance by our beloved parent and colleagues. We were very thankful to everyone who had helped, supported and guided us from time to time in order to complete our report perfectly and effectively despite of their tight schedule. They gave us various tips and feedback which eases us completing our assignment. All the tips, advices and knowledge that we had gained throughout the completion of this task and this semester will be surely be used on our next journey in.

EXECUTIVE SUMMARY

D'Nimbe Sdn. Bhd is a company that focus on selling a multifunction weighing scales for customers and provides a braided cable weighing scale to reduce the risk of the cable to bend or cut that can cause harm to people. Other than that, for the multifunction weighing scale, we provide battery as the main source and solar energy as a backup.

Tanah Merah is an area that many people get into business such as open up a shop, fishmongers and supermarket, hence it causes demand of weighing scale as many people get into business rise over the year. While there are currently three businesses like us in Tanah Merah, however our business have our own speciality such as delivery services and multifunction weighing scale.

D'Nimbe Sdn. Bhd. marketing strategy is to emphasize the quality and price of our products and services. We offer an affordable price because some people in Kelantan has a very low income and poor family. Thus, we develop marketing strategy that gives attraction to come to our shop.

The management of D'Nimbe Sdn. Bhd. consists of 6 workers which is Muhammad Firdaus, Wan Nor Hafizah, 'Ayuni Nadhirah, Muhammad Aiman, Nur Aina Idayu and Nur Hanim Syafiq. Our workers has extensive experience in finance, businesses, sales and accounting and we will be taking this responsibilities together instead of different duties and portfolio of partners. Besides, we have service and products commitments plan to promote and distribute our product through newspaper, media social and signboard as a platform. So we hopes that our business can grow and compete with other businesses in Malaysia.

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