



DECLARATION LETTER OF ORIGINAL WORK

**FACULTY OF CHEMICAL ENGINEERING
EH110-DIPLOMA IN CHEMICAL ENGINEERING
UNIVERSITI TEKNOLOGI MARA, PULAU PINANG**

“DECLARATION OF ORIGINAL WORK”

We, hereby declare that :

- This paper is the result of our group effort work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledged.

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COVER LETTER

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The Easiest Way
to Top Up
17 SEPTEMBER 2011
RM 10

Sir,

**SUBMISSION OF BUSINESS PLAN REPORT OF FUNDAMENTALS OF
ENTREPRENEURSHIP (ETR300)**

Referring to the above matter, we student from the faculty of Chemical Engineering had been assign to prepare and present our business planning report. We would like to submit our business plan as to fulfill the requirement of ETR 300 course for report evaluation.

2. This business plan covers all the information regarding the proposed business such as business objectives, partners' background and partners' contribution. It also consist the administrative, marketing, operation and financial plan.

3. We would like to express our gratitude for the cooperation given among members throughout the semester and support that we got from our supervisor.

4. Any further enquiries are welcome as to facilitate better understanding of the proposed business.

Thank you.

ACKNOWLEDGEMENT

In the name of Allah S.W.T., The Most Gracious and The Most Merciful.

First and foremost, we must thank to the Al-Mighty Allah (SWT) for giving us the strength to complete this project paper-Business Plan. With his grace and mercifulness, all things are possible. This paper would not have been complete without the support and assistance of many people. We wish to express sincere appreciate and thanks to our lecture Encik Abd Razak Hj Shariff for the support and encouragement throughout preparing this project paper. His leadership role and style in this process have provided us with clear focus on the task involved and enabled us to again the maximum benefits from this experience.

In addition, we would like to thanks to our families for giving us the morale and financial support that we need up most upon completing this Business Plan. This project paper would not have been possible without an incredible support and network of our group members and friends.

Finally, we would like to take this opportunity to thank all who had given us the brilliant ideas, comments, suggestions, share experience and encourage us to complete this Business Plan successfully. Last but not least, all the support and assistance will always be remember to individual who involved indirectly or directly on this project and may god bless you.

EXECUTIVE SUMMARY

Ez Top up is a prepaid card shop. We are going to setup our business in Ampang Point, Ampang. The location is quite strategic because it is near some housing areas and attracted place.

The company is setup based on a partnership agreement between four of our partners. The company will be built using the contribution among the partners. Approximately RM 80,000 will be needed to start off our business.

From the marketing point of view, our target market is based on demographic, psychographic and geographic. The age range is between teenagers to adults. We will try to get 18% of the target market from our competitors. We will advertise in newspapers, in a magazine, television and radio. Banners and signboards will help the advertising process to.

From the operational point of view, we will have one shift. We will have two workers. The workers have to go through an interview before being selected and will be trained when selected. In this operation process, we will provide the best service possible for the customer.

Financially we are looking at the capital being allocated into specific departments. First there is the administration, we have allocated RM 90,065. The fund is being used to buy office equipment and supplies, such as computers, telephones, desks, renovation and many more. Next in the marketing department, we have allocated RM 3,768. The money allocated is used for promotional purposes. Advertising the store in the newspapers, magazines, signboard, banners, television and radio. Advertising is very important for any company; we must make the people know that we are better than our competitors. Finally, we have allocated RM 28,620 for our operations department.

In a nutshell, we are hoping for the best so that the company will grow and maybe opening other outlets around Malaysia. We have really thought this through and we are very confident that our company will succeed. We will try to provide our customers with better services each day. Without our customers, we will be nothing.

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