

UNIVERSITI TEKNOLOGI MARA



**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

Lecturer

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BUSINESS PLAN OF TuRest Co.

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Submission Date:

15 08 2020

A4 AC110 5D_YEAR 2020_SEM 2

Diploma of Accountancy

Faculty of Accountancy

Universiti Teknologi MARA

Perak

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost we are grateful to Allah S.W.T. to be able to successfully complete this Business Plan for our ENT300 course assignment. Especially during these struggling times, may Allah S.W.T. protect us and our families from COVID-19.

A very special thanks to our friends and families who have supported us in completing this course assessment, for without their helping hand and cooperation this work would have been impossible. Most importantly our beloved lecturer, Dr. Umol Syamsul Rakiman for his unique and effective teaching style and also his much needed guidance. For without his guidance we would not be able to go as far as we did with this Business Plan.

With this business plan, we are able to further understand the impact and importance organization, marketing, operation, financial and training plan and other valuable information in the process of starting a new business as an entrepreneur. With this knowledge we may now be a step further with the skills and abilities to overcome problems that may occur in planning a business as it did with our research.

Lastly, we are utmost grateful with the bright and capable individuals who have directly contributed to this course assignment and study. Their hard work and dedication have had a huge positive impact on the completion on this research and we hope it does not go to waste. Thank you.

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1.0 EXECUTIVE SUMMARY

An executive summary is a short document or section produced for the purposes of business. This is an overview of the key ideas in the report. It presents an overview of the purpose, scope, main findings, conclusions and recommendations.

TuRest Co. is an organization that offers luxurious, comfortable and affordable tudungs that is focus on the protection of aurat and to please the female muslim audience. Their satisfaction and is our priority.

Our market target are the women of islam ranging from mid to low class with our affordable price, However our sophisticated design maybe appealing to those from the upper class. With both high fashion design and amazing comfortability, our tudung maybe of use to any events and occasions.

TuRest Co. is based in Taman Kajang Sentral, Selangor but our delivery service extends towards the entirety of Malaysia. With millions of Muslim women residence in Malaysia, the demand of our products have bloomed across the nation. While their maybe many tudung specialty companies in Malaysia, not many offer a unique design such as ours that put an emphasis in covering the neck area, which is a crucial part of the aurat that is often overlooked in most tudung companies.

Our organization also puts a heavy concern towards the environment. We carefully plan our operations as to impact as little as possible towards polluting the environment. This is due to the growing concern of pollution, global warming and negative effects it has on the environment from the customers as well as our own. Thus the name TuRest, which is a combination of Tudung and Forest.

Our marketing strategy is to emphasize quality over quantity. We offer high quality for an affordable price while still being able to maintain high profits due to our customer care and excellent service. Being favorable quality and affordable, we are able to attract the low income audience who are often struggling as we are able to understand their hardships.

The management of TuRest Co. consist of four (4) members whom are Haiqal Harith, Munirah Majid, Atikah Nadh, Syazlin Amiza and Suraya Amelin. Our members are knowledgeable and experience in the field of business, marketing, sales and accounting. Some of our members have personally worked our certain sales and accounting business, and their knowledge and experience have helped us in many ways.

Our business operation has extended widely across Malaysia as we have committed towards expanding our business towards more branches namely in Perak, Kelantan and Negeri Sembilan. We are also looking towards attracting more customers via advertising through online, billboards and newspapers.