



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

BUSINESS PLAN



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EXECUTIVE SUMMARY

KOYAK Activesport will be a new player in the active sportswear industry. The company is made up of popular sport that have come together to form a high-quality brand that represents independence and accomplishment among the action sports. The company is headquartered in Ipoh, Perak. KOYAK Activesport wants to be the official supplier and sponsor of numerous association sports such as football, futsal, basketball, volleyball, running, tennis and fitness. KOYAK Activesport wants to specialize in sport clothing production and distribution. Besides that, KOYAK Activesport decided to enter into football market because football is favourite local sports, obtaining a great success and becoming the leader in Malaysia, consequently also with international success especially in South Asia. KOYAK Activesport main product is sports clothing manufacturer, which specialize produces footwear and clothing for football, futsal, basketball, volleyball, running, tennis, fitness. KOYAK Activesport provides high-quality sportswear that is designed specifically for sports athletes. Football jersey, basketball jersey, sport jacket, sport singlet, sport shoes and cap are just a few of the product lines that the company offers. There was an increasing awareness about leading a healthier lifestyle and a growing trend of getting into sports and fitness. Moreover, the popularity of sports activities like the Football World Cup, Olympic Games, Asia Games and SEA Games helped boost the market. Consumers are now looking for fashionable and trendy athletic wear contrasting to their previous needs. Demand for sportswear that aren't restricted to athletes also grew as the general public's awareness regarding their health and fitness. KOYAK Activesport can make a big effort on promoting our brands in many different ways. One of the important factors to a successful company is good official internet page, so one of KOYAK Activesport advantages is a good official internet page, because it gives customers to view and purchase their products online. KOYAK Activesport also have very effective service on online customer service with delivery time is 2-7 days and has a 30 day return right. Products on discount are also advantages for KOYAK Activesport. KOYAK Activesport will give discounts for sale that satisfy our customer. KOYAK Activesport has forecasted explosive sales by the end of first two year, increase continually in next three year. The net profit margin will be low in first two year and increase modestly in next three year.

1.0 BUSINESS DESCRIPTIONS

a) Name of the company

KOYAK Activesport

b) Factors in selecting the proposed business

1) Increased sports participation

Participation in sport can contribute positively to a range of physical, mental and social health dimensions. It is a positive sign that participation in these popular sports increased every year over 50,000 participants in all sport. KOYAK Activesport can fulfill customer needed in sportswear market and give high satisfaction to customer. Moreover, rise in participation of people in sports and fitness activities fuels the sportswear market growth.

2) Increased performance requirements

Different sportswear products may require different performance characteristics depending on a number of factors including sport type, the level of physical activity, team or individual sport, professional or amateur sport, use frequency, gender, age and other specialty functions. In the marketplace, most sportswear products are characterized by general performance features such as fit, stretch, color and maintenance . KOYAK Activesport can produce a product that increase performance requirement because sportswear that have high performance requirement have a high demand and market. Besides that, KOYAK Activesport can be a founder to a new technology that can increase high performance requirements.

3) Fitness and sports dressing related to self-image and lifestyle

Consumers are increasingly becoming health and fitness conscious due to lifestyle disorders and high stress at workplaces. These consumers are opting for various fitness activities such as swimming, gym, and running to stay active and healthy. This has boosted the demand for sportswear and footwear among all end-use groups, thereby boosting the sportswear market. Sportswear has been gaining traction in emerging market, owing to rise in the wealthy population. Furthermore, growth in health awareness and increase in fitness activities such as aerobics, swimming, running, and yoga among consumers drive the market growth.

2.0 OWNER DESCRIPTIONS



Name of Owner	Nurazira Binti Abdul Aziz
Identity Card Numbers	000305-02-0468
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Telephone Number/Fax Number	019-5087915
Date of Birth	5 Mac 2000
Marital Status	Single
Academic Qualification	Diploma
Course Attended	Fashion and design
Skills	Art & Design
Experiences	Part time Fashion Designer
Present Occupation	Businesswoman
Previous Business Experience	Online business Dropship business