



FACULTY OF ELECTRICAL ENGINEERING

DIPLOMA IN ELECTRICAL ENGINEERING (POWER)

EE112

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300



DIGITAL-CHAOS VENTURES
RISE N GO SMART PILLOW

PREPARED BY:

MUHAMMAD AFIF FIQRI BIN ZULKAFI

2017227536

NURSYAFIQ HAZIQ BIN MUSTAM

2017227574

MUHAMMAD IBAD HAZIQ BIN MOHD RADUAN

2017227606

NUR SYAZWANI BINTI TAJUDDIN

2017227182

PREPARED FOR:

EN. AHMAD NUR MISUARI IBRAHIM

ACKNOWLEDGEMENT

The Digital Chaos Ventures gratefully acknowledges the important contributions and guidance provided by the following members of its Technical Review Committee:

CHAIR– Muhammad Afif Fiqri Bin Zulkafli, General Manager.

- NurSyafiq Haziq Bin Mustam, Marketing Manager.
- Muhammad Ibad Haziq Bin Mohd Raduan, Administration and Operational Manager.
- Nur Syazwani Binti Tajuddin , Financial Manager.

Without great support of Mister Ahmad Nur Misuari it would be not possible to write this business plan proposal. Mister Ahmad Nur Misuari has always been very responsive in providing necessary information, and without his generous support plan would lack in accurate information on current developments.

In addition, Digital Chaos Ventures would like to thank Afif Fiqri, NurSyafiq Haziq, Ibad Haziq and Nur Syazwani for their expert contributions to this business plan.

TABLE OF CONTENTS

1.0	INTRODUCTION.....	2
1.1	Name of Product	2
1.2	Nature of Business	2
1.3	Industry Profile.....	2
1.4	Location of the business.....	3
1.5	Date of business commencement	3
1.6	Factor in selecting the proposed business.....	3
1.7	Future prospects of the business.....	4
2.0	PURPOSE OF PREPARING THE BUSINESS PLAN	4
2.1	To evaluate the project viability and growth potential	4
2.2	To apply for loans or financing facilities from the relevant financial institutions.....	4
2.3	To act as a guideline for the management of the proposed business	5
2.4	To allocate business resources effectively.....	5
3.0	BUSINESS BACKGROUND	7
3.1	Vision and Mission	7
3.1.1	Vision.....	7
3.1.2	Mission	7
3.2	Organizational Chart.....	8
3.3	Logo and Motto.....	9
3.3.1	Logo.....	9
4.0	BACKGROUND OF PARTNERSHIP	11
4.1	General Manager.....	11
4.2	Operational and Administration Manager	12
4.3	Marketing Manager	13
4.4	Financial Manager.....	14
5.0	LOCATION OF BUSINESS.....	16
5.1	Physical location of the project	16
5.2	Building	17
5.3	Basic amenities.....	17
6.0	MARKETING PLAN	19
6.1	Introduction.....	19
6.2	Marketing Objectives.....	19

6.3	Determining Product or Services	19
6.4	Target Market	21
6.4.1	Psychographic Segmentatio	21
6.4.2	Volume Purchase	21
6.4.3	Quality Evaluation of Distributor	22
6.5	Market Size	22
6.5.1	Population table	22
6.5.2	Total market size	22
6.6	Competitors	23
6.6.1	Identifying Competitors (3 Competitors)	23
6.7	Market Share	24
6.7.1	Market share before establishment	24
6.7.2	Adjusted market share after establishment	24
6.8	Sales Forecast	25
6.9	Market Strategy	31
6.9.1	Product	31
6.9.2	Place	32
6.9.3	Price	33
6.9.4	Promotion	33
6.10	Manpower Planning	34
6.11	Schedule of Task and Responsibilities	34
6.12	Schedule of Remuneration	34
6.13	Marketing Budget	35
7.0	OPERATIONAL PLAN	37
7.1	Component Of Operating System	37
7.2	Process Planning for Manufacturing	37
7.3	Operations Layout	38
7.4	Production Planning	39
7.4.1	Sales forecast per month	39
7.5	Material Planning	40
7.5.1	Material Requirement Planning	40
7.5.2	Identify supplier	40
7.6	Machine and Equipment Planning	40
7.6.1	Amount of machine & equipment required	40
7.6.2	List of machine & equipment	41
7.6.3	List of machine supplier	42

EXECUTIVE SUMMARY

Rise N Go Smart Pillow is a developing business that motivated to help people to have a comfortable and good quality of nap and sleep everyday. The slogan of the Rise N go Smart Pillow is “ Good Sleep Good life” , Which emphasizes that to have a healthy lifestyle a person need to have a good sleep. It was inspired through an experience when someone face difficulty to sleep early and wake up early in the morning. This problems lead them to another greater problems such as coming late to works and school.

Rise N Go smart Pillow maximizes comfort by capitalizing on the everyday functions of the consumer. Everyone has the need of being comfortable and Rise N Go Smart Pillow mission is to meet the need. Rise N go Smart Pillow has created a simple design that was develop from a regular pillow. The Rise N Go Smart pillow consist of massaging components the will help consumer to have a good and relaxing time. Other than that, the pillow will be having an alarm to help consumer to wake up easily in the morning.

The pillow can be used by all age of consumers because it is safe and comfortable. The pillow will be distributed to the residential, school and furniture area because the main target is the customers that lives in a home.