



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

KURIN ENTERPRISE

(MAGIC BRUSH)

GROUP MEMBERS:

AMIRA HAMIZAH BINTI RAHMAT 2017227706

HANIF BIN GHAFAR 2017253498

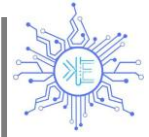
IZARUL FIZRY BIN JAAFAR 2017227102

MOHAMMAD AMIRUL MUKMIN BIN MOHD AMIN 2017227672

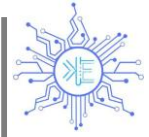
NOR ISKANDAR BIN ABDUL GHAFAR 2017227368

PREPARED FOR

EN. AHMAD NUR MISUARI BIN IBRAHIM



Content	Page
Acknowledgment	4
Cover Letter	5 - 6
1.0 Introduction	
1.1 Partnership Agreement	8 – 10
1.2 Executive Summary	11
1.3 Introduction	12
1.4 Purposes of Business Plan	13 - 14
1.5 Company's Background	15
1.6 Profile Partners	16 - 20
1.7 Business Logo	21
2.0 Administration Plan	
2.1 Introduction	23
2.2 Vision, Mission & Objectives	24
2.3 Organizational Chart	25
2.4 Task and Responsibilities	26
2.5 List of Administration Personnel	26
2.6 Schedule of remuneration	27
2.7 List of furniture and fittings	28 - 29
2.8 Administration budget	30
3.0 Marketing Plan	
3.1 Introduction	32
3.2 Marketing Objectives	33
3.3 Target market	34
3.4 Market Trend and Size	35 - 36
3.5 Competitors	37
3.6 Market share	38 - 39
3.7 Sale forecast	40 - 41
3.8 Marketing strategy	42
3.9 Promotion Strategy	43 - 49
3.10 Task and Responsibilities	50
3.11 Marketing Personnel	50
3.12 Manpower Planning	51
3.13 Marketing Budget	52



4.0 Operational Plan

4.1 Introduction	54
4.2 Process planning	55 – 56
4.3 Production planning	57 – 58
4.4 Material planning	59 - 60
4.5 Location Plan	61
4.6 Operation plan	62 - 63
4.7 Business and operation hour	64
4.8 Licenses, Permits and regulations required	65 - 66
4.9 List of operational Personnel	67
4.10 Schedule of remuneration	68
4.11 Operation Budget	69 - 70

5.0 Financial Plan

5.1 Introduction	72
5.2 Operating Budget	
5.2.1 Administrative Department	73 - 74
5.2.2 Marketing Department	75 - 77
5.2.3 Operation Department	78 - 79
5.3 Project implementation cost and source of finance	80 - 81
5.4 Depreciation of fixed assets	82 - 86
5.5 Loan and Hire Purchase Depreciation Schedule	87
5.6 Proforma Cash flow Statement	88
5.7 Proforma income statement	89 - 90
5.8 Proforma balance sheet	91
5.9 Financial Performance	92 - 94
6.0 Forecasted Performance	95 - 96

Conclusion	98
------------	----



Acknowledgment

First of all, we would like to express the deepest expression to Almighty Allah S.W.T for giving us strength and patient to complete our business plan report. After all hard work that we put through we are grateful because our business plan report finish with experiences that we have been obtained.

Firstly, we would like to express sincere thankful to our lecturer of Fundamental of Entrepreneurship (ENT300), Sir Ahmad Nur Misuari Bin Ibrahim for his valuable guidance, suggestion, cooperation and advice which make us completed our report on time. We are also extremely grateful to him for providing guidance with his hectic schedule.

We would love to thank to our parents for giving their best support, praying for us from far and never loose hopes in us. We also not forgetting to thank our fellow classmates and others for their support, sharing comment and suggestion during the process of completing our business plan. All their comments and suggestions are useful indeed. During process of completing our report, we succeed to build a strong bond of friendship among our team members. The strong bond that has been created and co-operation that existed help us a lot in achieving our aims. All the team mates play vital role that contribute to our success.

Lastly, as a result of our effort we also exposed to the basic of being entrepreneurship and guide us to be successful entrepreneur in the future. We would like to like to apologize if there is any mistake that happen with or without our concern in the process of doing our business plan and hope that our effort will give benefit in the future. Thank to everybody who have directly or indirectly involved in the process of finishing our business plan.

Thank you.

Executive Summary

Kurin Enterprise is a new company established in 2019 and have 5 partners . This company produced a devices that help in human daily lifestyle using the smart ideas and latest technology. Our main concern is to always satisfying our customer needs by selling Magic Brush to them . Magic Brush is an electrical appliance to clean clothes or shoes in easier way and effortlessly. This product is a portable device because the user can bring it everywhere. It is also water resistant so the user does not have to worry about its durability and this product is safe for children and easy cleaning. There also a few type of brush to prevent damage on the fabric or material when brushing.

Our product could achieve 1500 unit per month and this already a big achievement for our company . This product could be found in online platform such as shopee, amazon, lazada and our own website and it would be send to the customer doorstep. There is various promotion strategy such as using online platform , newspaper and broadcast media. For instance, instagram, facebook, news strait time, metro, tv3 and tv9. Magic Brush can be buy at RM60 per unit and it has warranty .

Our company is located at Jalan Murni 7, Taman Perindustrian Murni Senai,

81250 Senai, Johor , Malaysia. Most of our competitor is in Johor but not in the same region. We believe that our product will reach target in every month and can make our company as a recognize brand. We also know that this business have potential and prospect to succeed and become well known in the future