

BUSINESS PLAN

“EER TECH VENTURES”

EER POWER BANK

PREPARED BY

**FACULTY OF ELECTRICAL ENGINEERING
PART 4**

**MUHAMMAD AIDIL AKMAL BIN MAZLAN
2017253434**

**NURLIYANA NAJWA BINTI MUHAMMAD FAUZI
2017253446**

**MUHAMMAD AFIF AZRI BIN IBRAHIM
2017227226**

**MUAZZAM BIN BAHARIN
2017227122**

PREPARED FOR

MR. AHMAD NUR MISUARI BIN IBRAHIM

**SUBMISSION DATE
7th MAY 2019**

ACKNOWLEDGEMENT

First of all, Alhamdulillah and praise to Allah S.W.T for giving us the opportunity to finish the business plan successfully. With the gust and guide from Him, we are able to complete this business plan on the time that had been given. With the strength He provides us, we able to find the materials and information needed to finish this project.

Secondly, we would like to express our gratitude to our beloved lecturer of the course Fundamentals of Entrepreneurship (ENT 300), Mr. Ahmad Nur Misuari Bin Ibrahim for everything he has taught us. His dedication in providing us with knowledge on becoming a successful entrepreneur has helped us to complete this business plan on time. He has taught us on how to solve problem regarding entrepreneurship and always giving us advices in finding suitable materials and information for this project. We will always be thankful for all his love and support.

Furthermore, we would like to thank all our classmates (J4EE1124C1) for always helping us out. We would like to thank them for their opinions, ideas and information that they provide us to helps us to complete this business plan.

Last but not least, special thanks to each of our group members, Muhammad Aidil Akmal, Nurliyana Najwa, Muazzam and Muhammad Afif Azri for the time and effort they have put in to complete this business plan. For every difficulty we faced, we support and helped each other in solving the problems. Our onlygoal is to complete this business plan right on time with the correct context.

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	8
INTRODUCTION	11
1.1 PURPOSE OF PREPARING BUSINESS PLAN	14
1.2 BUSINESS BACKGROUND	17
1.3 VISION AND MISSION	18
1.5 LOGO AND MOTTO	19
1.6 BACKGROUND OF PARTNERSHIP	21
1.7 LOCATION OF BUSINESS	26
MARKETING DEPARTMENT	28
2.0 INTRODUCTION	29
2.1 MARKETING OBJECTIVE	29
2.2 PRODUCT OR SERVICE	30
2.3 TARGET MARKET	30
2.4 MARKET SEGMENTATION AND MARKET SIZE	31
2.5 MARKET SIZE	32
2.6 COMPETITION	33
2.7 MARKET SHARE	35
2.8 SALES FORECAST	37
2.9 MARKETING STRATEGY	38
2.10 PRODUCT STRATEGY	39
2.11 PRICING STRATEGY	41
2.12 PLACE AND DISTRIBUTION STRATEGY	42
2.13 PROMOTION STRATEGY	43
2.14 MARKETING PERSONNEL	46
2.15 MARKETING BUDGET	47
OPERATIONAL DEPARTMENT	49
3.0 INTRODUCTION	50
3.1 COMPONENT OF OPERATING SYSTEMS	51
3.2 PROCESS PLANNING FOR MANUFACTURING	52
3.3 OPERATION LAYOUT	57
3.4 PRODUCTION PLANNING	58
3.5 MATERIAL PLANNING	59

3.6 MACHINE AND EQUIPMENT PLANNING	62
3.7 MANPOWER PLANNING	65
3.8 OVERHEADS REQUIREMENT	67
3.9 LOCATION PLAN	69
3.10 BUSINESS AND OPERATION HOURS	70
3.11 LICENSE PERMITS AND REGULATIONS	71
3.12 OPERATION BUDGET	72
3.13 IMPLEMENTATION SCHEDULE	73
ADMINISTRATION DEPARTMENT	74
4.0 INTRODUCTION	75
4.1 VISION	75
4.2 MISSION	75
4.3 ORGANIZATION CHART	76
4.5 ADMINISTRATION PERSONNEL	77
4.7 SCHEDULE OF REMUNERATION	80
4.8 OFFICE FURNITURE AND FITTING	81
4.9 ADMINISTRATION BUDGET	82
FINANCIAL DEPARTMENT	83
5.0 FINANCIAL PLAN	84
5.1 OPERATING BUDGET	85
5.2 PROJECT IMPLEMENTATION COST AND SOURCES OF FINANCE	91
5.3 LOAN AND HIRE PURCHASE DEPRECIATION	95
5.4 PROFORMA CASHFLOW STATEMENT	96
5.5 PROFORMA INCOME STATEMENT	99
5.6 PROFORMA BALANCE SHEET	101
5.7 FINANCIAL RATIO ANALYSIS	102
5.8 FORECASTED PERFORMANCE	104
APPENDICES.....	107

EXECUTIVE SUMMARY

EER TECH VENTURES

This business proposal presents an overview of business description, activities and goals for EER Power Bank within three (3) years forecasted business period. EER Tech Ventures start up the business in Shah Alam, which is a developing city. Our mission is to invent products that captures and stores kinetic energy created from movements like walking, running and cycling and uses it to recharge our mobile devices. Our company guarantees that our product is an eco-friendly product as our vision is not only to provide technology to people but also creating technology that could condense energy. EER Tech Ventures operating at Taman Perindustrian Bukit Raja Selatan, Shah Alam from Monday to Friday for 12 hours (10 a.m – 10 p.m). Our product which is EER Power Bank can ensure that the power bank can be more helpful for people in a critical moment.

EER Tech Ventures aims to penetrate the market with 15% of market share among its main competitors which are Xiomi, Pineng and Qualcomm with averaging the forecast sales of RM 96,070.00 monthly and it would generate about RM 1,152,840.00 sales revenue in the first year. The business will experience 5% and 10% increment in sales revenue and working capital for the second and third year of business. The total project implementation cost for RM 36,951.00. The financial resources will consist of a ten – year small medium ventures loan equal to RM 36,951.00 and the remaining will acquire from business equity (partner's contribution). In order to ensure the business will experience sustainable growth, EER Tech Ventures plans to develop its new product which is an automatic dustbin robot.