

# **FACULTY OF ART AND DESIGN**

# **DIPLOMA IN FASHION DESIGN (AD116)**

# FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300) BUSINESS PLAN

BUSINESS NAME: CLAY CRAFT PRODUCT NAME: HAND CRAFTED PLATES

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2018233826

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#### **EXECUTIVE SUMMARY**

#### Business concepts

Clay Craft one of the company will come out the product made by clay. The designers in this company will create the new design for the plates, bowls, teapot, cup and also bakery stuff. Our products are very recommended to everyone because it is very long-lasting product. Even the price are bit expensive and very worth it with the products. Our products be expensive because the design are hand craft and the material used very high-end.

# · Products or services being offered

The products can get at the Clay Craft store in Kuala Lumpur. Our products also can get from the website and our company will deliver the order home to home. The promotion sale depends on festival celebration, new year, Merdeka sale and etc.

## Market potential/ Target market

Clay craft products made by hand craft and very attractive design. The target market for working people men and women age around 25 years old and above. The customers leave in Kuala Lumpur area. The food and beverage industry such as the restaurant, café, hotel and food court.

#### Competitive advantage

Clay Craft products made from clay. The products very long-lasting. The surface are nonstick and easy to wash. The design are hand crafted and look very attractive. The products heat resistant available for steamer, microwave, oven and etc

#### • The profitability

Sales are an important factor in determining profitability. The return on sales ratio measures profits after taxes based upon the current year's sales. Price setting is a key factor in determining profit. Careful analysis is necessary in determining the correct pricing strategy for a company. For a company to become profitable, income must exceed expenses. Expenses can be defined as the cost of resources used in the activities of a business.

#### Management team

Clay Craft company have a team management as a back bone built the successful company. The team management included the designer, employers, promoter and finance manager. They are part of the Clay Craft team to built the successful company. Every team have their own work, as long as they give the 100% commitment for this company.

#### 1.0 BUSINESS DESCRIPTIONS

Name of the organization: Clay Craft

Factors in selecting the proposed business

## 1.1 Organization Background

Name of the Organization: Muhammad Arif bin Mohd Mukhidin

Business Address: Lot 159, Clay Craft, Jalan Munshi Abdullah, 50100 Kuala

Lumpur

Website/e-mail address: claycraft.com.,my

Telephone Number: 011-25832300

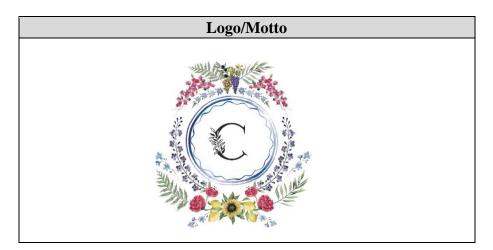
Form of Business (eg: sole proprietorship) Main Activities: Hand Craft by clay Date of Commencement: 17 July 2007 Date of Registration: 17 June 2007

Name of Bank: Maybank

Bank Account Number: 64648678354

# 1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision



## Mission

"Provide the best quality handicraft products to the customers which will be coming from different parts of the country with their own unique design and art".

#### Vision

"To be an engine of resurgence in the handicraft industry by providing best quality craft work at reasonable price".



Name of Owner/Partners	Muhammad Arif bin Mohd Mukhidin	
Identity Card Numbers	000717-14-0087	
Permanent Address	No8 jalan 4/1D Bandar Baru Selayang,	
	68100 Batu Caves, Selangor	
Correspondence Address		
E- Mail	misterarif@gmail.com	
Telephone Number/Fax Number	011-25832300	
Date of Birth	17 July 1985	
Marital Status	Single	
Academic Qualification	PHD in Ceramic	
Course Attended	Art and Design	
Skills	Hand Craft	
Experiences	9 years in ceramic industry	
Present Occupation	Lecturer in University Technology Mara	
<b>Previous Business Experience</b>	Sell hand craft stuff on social media	

# 3.0 PRODUCT/SERVICE DESCRIPTION

This section describes the products offered by the business in detail. The proposed products or services should be related to the needs and wants of the target customers.

Illustrations	<b>Product/Service</b>	Description
	1 set hand craft plates and bowls	<ul> <li>Hand craft technique and detailing on the plate/bowls very exclusive</li> <li>Shiny gold around the plates make more attracted</li> <li>Marble edition</li> <li>Long-lasting</li> <li>Maximum heat 100 Celsius</li> </ul>