



FACULTY OF ART AND DESIGN

DIPLOMA IN FASHION DESIGN (AD116)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN

BUSINESS NAME: CLAY CRAFT
PRODUCT NAME: HAND CRAFTED PLATES

PREPARED FOR: PN NUR MARINI

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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 non-stick 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

Logo/Motto



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”.

2.0 OWNER DESCRIPTIONS


3.0



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
Previous Business Experience	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	Product/Service	Description
	<ul style="list-style-type: none">• 1 set hand craft plates and bowls	<ul style="list-style-type: none">• Hand craft technique and detailing on the plate/bowls very exclusive• Shiny gold around the plates make more attracted• Marble edition• Long-lasting• Maximum heat 100 Celsius