



DEPARTMENT OF BUILDING SURVEYING
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

Topic:

**BUSINESS PLAN
REPORT**

Prepared for:

MADAM HAFINI SUHANA

Prepared by:

No.	Student Name	Student ID
1	MUHAMMAD YAMIN BIN ABD RAHMAN	2018675732

Semester:

MARCH 2020 – JULY 2020

TABLE OF CONTENTS

EXECUTIVE SUMMARY	ii
--------------------------------	-----------

1.0 Business Descriptions.....	1
---------------------------------------	----------

2.0 Owner Descriptions.....	3
------------------------------------	----------

3.0 Product/Service Descriptions.....	4
--	----------

4.0 Organisational/ Administrative Plan	6
--	----------

5.0 Marketing Plan	10
---------------------------------	-----------

6.0 Operation Plan	22
---------------------------------	-----------

7.0 Financial Plan	23
---------------------------------	-----------

CONCLUSION	27
-------------------------	-----------

APPENDICES.....	28
------------------------	-----------

EXECUTIVE SUMMARY

Business Concept

A simple design yet looks artistic is important to be on a packaging to enhance a business sale by the attractive packaging. The concept applied in Mr.Y Design company is to improve the uninspired-, dull-looking and eyesore design which happens to be on most local packaging by bringing both affordable price and attractive design to the customers. Apart from that, an attractive packaging signifies an identity of a product.

Service Offered

Designing of packaging is offered to customers which involves in the very first stage of a packaging production that will determine the appearance of end product. In ensuring the customers get the full benefit of the service, the distribution of the packaging is included by outsourcing a manufacturer.

Target Market

Small entrepreneurs and customers that are mostly targeted for the market such as home bakers, food truck owners, local cafés, and wedding organisers such as that are organised by families instead of wedding catering.

Competitive Advantage

Offering the cheapest design service in the town helps the business to stand out among other designing services such as different and cheaper payment rate for design revisions. Other than that, the provision of website for online order allows the business to be more well-known than most local designing shops.

The Profitability

Cash inflows of this business are greater than cash outflows in a 3-year trend which means the value of the future cash flow is greater than the initial investment. Thus, the business is profitable.

1.0 Business Descriptions

a) Name of company

MrY Design, the name of the business is a contracted form of Muhammad Yamin and the word Design is to show that this business is associated mainly with designing.

b) Factors of business selection

- Most low-cost design in local packaging are tasteless and does not attract the buyers with attractive design.
- Designing stage of packaging costs more and affect new small entrepreneurs.
- Wanting to make improvement on most basic illustration of local packaging, mostly by money-driven local designers that design inexpensive packaging poorly.

1.1 Company Background

a)	Name of Organisation	MrY Design
b)	Business Address	No. 88, Jalan Emas 8/8, 71800 Nilai, Negeri Sembilan
c)	Website/Email address	www.mrydesign.com / mrydesign@gmail.com
d)	Telephone Number	01342884881
e)	Form of Business	Sole Proprietorship
f)	Main activities	Designing, Distributing
g)	Date of Commencement	31 st January 2020
h)	Date of Registration	1 st January 2020
i)	Name of Bank	Bank Islam Malaysia Berhad
j)	Bank Account Number	08-999-01-992818-0

2.0 Owner Descriptions



a)	Name of Owner/Partners	Muhammad Yamin Bin Abd Rahman
b)	Identity card number	971212-01-2288
c)	Permanent Address	No. 66, Jalan Platinum 4/5, 71800 Nilai, Negeri Sembilan
d)	Correspondence Address	Pengurus pejabat, MrY Design Sdn Bhd, Peti Surat 10, 71800 Nilai, Negeri Sembilan
e)	E-mail	encikyamindesign@gmail.com
f)	Telephone / Fax number	019-4325633
g)	Date of Birth	12 th December 1997
h)	Marital Status	Single
i)	Academic Qualification	Diploma in Building Surveying
j)	Course Attended	Digital Art Online courses
k)	Skills	1. Good at self-learning in computer technology field 2. Ability to consult on designing-related
l)	Experiences	1. Freelancing at Fiverr.com 2. Two years working as head of design
m)	Present Occupation	Manager at McDonald Nilai
n)	Previous Business Experience	Working in a designing firm as a head of design