



اَوْنَبُوْرَسِيَّتِي تَتِيكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

**HAFIS ENTREPRISE
(PRODUCT)**

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EXECUTIVE SUMMARY

HAFIS are packaging metal straws manufactured by our own company. We chose to retail these products because of the increasing demand and in metal straw products in Malaysia. Since Malaysians are becoming more aware of the environmental problems, more of them are looking for metal straws to minimize the usage of plastic straws. Our product does not only the metal straw itself, it also includes the brush and the pouch with a high-quality packaging.

The retail price of our products is RM13 per unit. The price of the item is pretty affordable and pretty much similar to existing metal straw products by other distributor and to be honest even cheaper from all the high-end brands like P.M. Lee Sdn. Bhd. We believe that our product will be able to attract customers' attention and will be able to compete with the already established brands in the market. This is because our product is affordable and has additional value that interests customers.

In the organizational structure of the HAFIS Enterprise, we have executive manager, administrative manager, operation manager, marketing manager, general manager and financial manager. We also will hire sales assistants, operation staffs, marketing personnel, and clerk to ensure the sales of our products will run smoothly and the packaging operation can be conducted efficiently with excellent marketing strategies planned out by the marketing team.

The location of HAFIS Enterprise is located at Kajang, Hulu Langat, Selangor. Kajang is a strategic place for industrial purpose because of the landscape having many highways for delivering process. This town is also near to some cities like Bandar Kajang and Ampang. Our customers also mainly come from Hulu Langat. We also chose to operate in Selangor because Selangor is highly developed infrastructure for major industry clusters. With this, we are expecting that our business will grow faster. Other than that, Selangor has the highest population country in Malaysia with over than 6,000,000 people. This will greatly increase the demands of any goods in Selangor. Besides that, Selangor are the most active industrial country in export of goods in Malaysia. So that we are hoping to produce and contribute our Eco-Straw all around Malaysia.

We intend to introduce our products to the customers by the mean of first, displaying them at our business premise which the product will present the brand name, the luxurious packaging and most importantly the customers will get hands on experience as they can test our product in the testing area provided in the HAFIS business premise. In the age where the online marketing is on rise, we might as well take advantage of it by building HAFIS's website featuring our products. The physical marketing like printed brochure will also be handed to the customers so that they will introduce our products to their close acquaintance.

Following the marketing strategies, promotions and sales will also be conducted during special holidays like Raya, Chinese New Year and Deepavali and celebration of Valentines and New Year. During these periods, sales will be conducted as the customers are all in celebration mood and want something that will complete their look on that special occasion. We believe

that with promotions and sales, our products will be sold out fast due to its quality and affordable price.

