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UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

V'ANETA ENTERPRISE

PREPARED BY

FACULTY & PROGRAME: APPLIED SCIENCE AS114

GROUP: AS1145A1

PROJECT TITTLE: THE BUSINESS OF COOLING DUVET

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## TABLE OF CONTENT

NO	TITLE
1	Acknowledgement
2	1.0 Introduction 1.1 Executive Summary 1.2 Profile
3	2.0 Administration Plan
4	3.0 Marketing Plan
5	4.0 Operational Plan
6	5.0 Financial Plan
8	6.0 Appendices

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Last but not least, as a result of our effort we also exposed to the basic of being entrepreneurship and guide us to be successful entrepreneur in the future. We would like to apologize if there are any mistakes that happen with or without our concern in the process of doing our business plan and hope that our effort will give benefit to our future. Thanks to everybody who have directly or indirectly involved in the process of finishing our business plan.

## 1.1 EXECUTIVE SUMMARY

The company V' aneta Enterprise is a duvet establishment founded by five of friends which want to share this business together. This five of friends are Nur Izzati Binti Mohd Rizal, Nur Fadzira Binti Mohd Padzli, Nurul Nabihah Binti Mohd Tahir, Muhammad Amir Hamzah Bin Mohd Yusuf and Muhammad Azziq Bin Ismail. This five friends have had experience in the duvet industry since 2010. V' aneta Enterprise was established as an duvet production marketed with a modern style. The company is itself is located in the Selangor. Main competitors of our business are Akemi company, Novelle Company and King Koil Company which are this al company have their regular customer and their products was very famous among people.

The market for our products will be centred around the Selangor area, with a population of 6 million people. The reason for this is because the base of our company will be around Selangor as it is an industrial area with a densely populated suburban population. Our production will be done in Selangor area due to the availability of resources that is offered therefore it allows for strategic convenience when providing services to our customers.

Our products suitable for sick patients, travellers, middle-class families and urbanities. The characteristics for our products are suitable for gifting, small and portable, no electricity required, provides comfort, minimalistic and cost efficient.

Among the promotional strategies used include online advertising via social media or on online marketplaces. With its increasing popularity and widespread reach, this can help us reach broader audience at considerably cheaper and faster rates. Instagram, Facebook and Lazada are among the most common places to promote and advertise our products. Instagram and Facebook would be our main source of customer interaction. In a burgeoning world of social media influencers, providing our company with a social media outreach can help us improve our outreach in the millennial world.

## 2.1 INTRODUCTION

Business Administration is administration of a business. It concludes all aspects of overseeing and supervising business operation, as well as related fields which include accounting, finance, project management and marketing. The administration of a business includes the performance or management of business operations and decision making, as well as the efficient organization of people and other resources, to direct activities towards common goals and objectives. Management is process of planning, organized the resources effectively, leading then controlling the resources. Resources here refer to capital, manpower, technology and materials.

Types of input	Description
Capital	Source of finance or fund needed or required to operate a business or a project
Manpower	The workforce or staff responsible for performing the tasks
Technology	Method of operation or production process, machines and equipments required to produce the output whether goods or services
Materials	Raw materials used to produce the products. Finished goods or stocks acquired to be sold to customers Materials needed to perform the service

### Function of Management

