

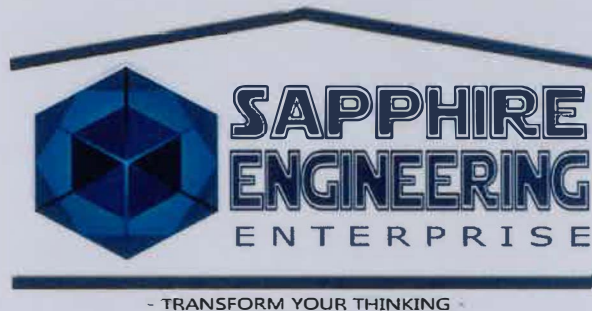


اٰنور سبىلى رتبه كونا مازا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF CIVIL ENGINEERING**

**DIPLOMA IN CIVIL ENGINEERING (EC110)**

**FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)**



**SAPPHIRE ENGINEERING ENTERPRISE**

**(STRUCTURAL DRAFTING CENTRE AND SCALE MODEL MAKER)**

**PREPARED FOR: MADAM NORANITA BINTI ABDAMIA**

**PREPARED BY :**

<b>STUDENT ID</b>	<b>NAME</b>
2016492866	FILZAH SOFIYA BINTI KAMARUZAMAN
2016455422	UMMI SHUHAILI BINTI ROSLI
2016616558	SITI UMAIMAH BINTI MOHAMMED ZAHARY
2016455128	SITI ROHANI BINTI MOHD ZULKIFLI
2016457994	MOHAMAD HAFIZUDDIN HAKIM BIN ZAINAL

**GROUP : J4EC1102G**

## **ACKNOWLEDGEMENT**

In the name of Allah The Most Gracious and Most Merciful

First of all, Alhamdulillah praise to Allah SWT for giving us the opportunity to finish this project successfully. With the gust and guide that He gives to us, we could finish up this project completely on time. With the strength He gave to us, it help us to find the materials and informations that are needed to finish up this project.

After that, we would like to express our gratitude to our beloved lecturer for this subject Fundamentals of Entrepreneurship (ENT 300), Madam Noranita bt Abdamia for her kindness and her time spend for us. Her dedication in giving all the knowledge about this subject has made this project easily to be done although we have faced some problem in completing this project. She has taught us how to solve the problem and advise us to be patient in finding information and finish the task that has been given.

Not to forget, lot of thanks to our parents for being very supportive in vary way and pray for us to be success in completing this project from the starting point until the end of the project. Not to forget, thanks to our roommates for being very helpful, kind and supportive whenever we feel down and blue.

Last but not least, to our entire classmates (J4EC1102G), thanks for being good friends when our group having problem in finishing this project. Thank you for giving opinions, ideas and information needed by this project.

But out of all people that have been supporting us, we would like to thank to all of them including group members who has been sacrificing their time for being so tough and tolerate until we could overcome every difficulties that coming towards us in any that we faced, we support and help each other until the day of presentation. We hope, we may run this company successfully in the future as we planned.

**TABLE OF CONTENTS**

<b>CONTENTS</b>	<b>PAGES</b>
<b>LETTER OF SUBMISSION .....</b>	<b>2-3</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>4-5</b>
<b>TABLE OF CONTENTS .....</b>	<b>6-9</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>1 -12</b>
<b>1. INTRODUCTION .....</b>	<b>13-16</b>
1.1 Name of Business	
1.2 Nature of Business	
1.3 Industry Profile	
1.4 Location of the Business	
1.5 Date of Business Commencement	
1.6 Factors in Selecting the Proposed Business	
1.7 Future Prospects of the Business	
<b>2. PURPOSE .....</b>	<b>17-18</b>
2.1 To apply for loans or financing facilities from the relevant financial institutions	
2.2 To evaluate the project viability and growth potential	
2.3 To act s a guideline for the management of the proposed business	
2.4 To allocate business resources effectively	
<b>3. BUSINESS BACKGROUND .....</b>	<b>19-25</b>
3.1 Vision and mission	
3.2 Organizational chart	
3.3 Logo and motto	
<b>4. BACKGROUND OF PARTNERSHIPS .....</b>	<b>26-31</b>
4.1 General Manager	
4.2 Administration Manager	
4.3 Marketing Manager	
4.4 Operation Manager	
4.5 Financial Manager	

<b>CONTENTS</b>	<b>PAGES</b>
<b>5. LOCATION OF BUSINESS .....</b>	<b>32-36</b>
5.1 Physical location of the project	
5.2 Building	
5.3 Basic amenities	
<b>6. MARKETING PLAN .....</b>	<b>37-61</b>
6.1 Marketing Objectives	
6.2 Description of products	
6.3 Target market	
6.4 Market size	
6.5 Competitors	
6.6 Market Share	
6.7 Sales forecast	
6.8 Market strategy	
6.9 Organization chart for Marketing Department	
6.10 Manpower planning	
6.11 Schedule of Task and Responsibilities	
6.12 Schedule of Remuneration	
6.13 Marketing Budget	
<b>7. OPERATIONAL PLAN .....</b>	<b>62-87</b>
7.1 Component of Operating Systems	
7.2 Process Planning for Manufacturing	
7.3 Operations Layout	
7.4 Production Planning	
7.5 Material Planning	
7.6 Machine and Equipment Planning	
7.7 Manpower Planning	
7.8 Overhead requirement	
7.9 Total Operations Cost	
7.10 Cost per unit	

## EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000 where the total contribution of each members is RM 10,000 and RM 50,000 from loan of SME Bank.

Sapphire Engineering Enterprise with a motto 'Transform Your Thinking' is a structural drafting centre and scale model maker. The main services in our company is drafting the structure design of a building and making a scale model of the building. Our office is located at Permas Jaya, Johor with address Jalan Kota 1/3, Taman Cahaya Kota Puteri, 81750 Johor Bahru, Johor.

Our company provide services that are related to civil engineering course which are structural drafting and model maker. We provide structural drafting services to those who wishing to outsource their structural drafting and designs projects. Our aim is to provide fast and accurate structural drafting services with error free solutions. For a scale model maker, it is a professional craftperson who creates a three-dimensional representation of a design or concept. This representation or model may be an exacting duplicate (prototype) of the future design or a simple mock-up of the general shape or concept.

Through our long term research and observation, we had planned to set up this business because we can see wider prospect in this sector for the future. Although the business is crucial, because it directly impacts the safety and durability of buildings and structures, we will give our full effort and commitment to come out and provide great services that satisfies all needs.

Apart from that, we have been observed that there are fewer competitors that involves in structural drafting and model making services. So we take these opportunities to expand our business since we are qualified with the technical excellence, commitment, critical and creative thinking.