



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT300)**

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## **TABLE OF CONTENT**

| <b>NO.</b> | <b>TOPIC</b>                                | <b>PAGE</b> |
|------------|---|-------------|
|            | LETTER OF SUBMISSION                        | 1           |
|            | ACKNOWLEDGEMENT                             | 2           |
|            | LETTER OF LOAN APPLICATION                  | 3           |
|            | EXECUTIVE SUMMARY                           |             |
| 1.         | INTRODUCTION                                | 5           |
| 2.         | PURPOSE OF BUSINESS PLAN                    | 6           |
| 3.         | BUSINESS BACKGROUND                         | 7           |
| 4.         | PARTNER'S BACKGROUND                        |             |
|            | 4.1 Partnership agreement                   | 8-10        |
|            | 4.2 Manager                                 | 11          |
|            | 4.3 Administration Executive                | 12          |
|            | 4.4 Marketing Executive                     | 13          |
|            | 4.5 Operation Executive                     | 14          |
|            | 4.6 Financial Executive                     | 15          |
| 5.         | LOCATION OF BUSINESS                        | 16-18       |
| 6.         | ADMINISTRATION PLAN                         | 19          |
|            | 6.1 Vision and mission                      | 20          |
|            | 6.2 Organizational chart                    | 21          |
|            | 6.3 Office layout                           | 22          |
|            | 6.4 Manpower planning                       | 23          |
|            | 6.4.1 List of administration personnel      | 23          |
|            | 6.4.2 Schedule of task and responsibilities | 24          |
|            | 6.4.3 Schedule of remuneration              | 25          |
|            | 6.4.4 Work incentives                       | 26          |
|            | 6.5 List of office equipment                | 27          |
|            | 6.6 Administration budget                   | 28-29       |
| 7.         | MARKETING PLAN                              | 30          |
|            | 7.1 Introduction                            | 31          |
|            | 7.2 Service description                     | 32          |
|            | 7.3 Market size                             | 33-34       |
|            | 7.4 Competitors                             | 35          |
|            | 7.5 Market share                            | 36-37       |
|            | 7.5.1 Swot analysis                         | 38          |

|   |         |
|---|---------|
| 7.6 Market share                                | 39-40   |
| 7.7 Sale forecast                               | 41-42   |
| 7.8 Marketing strategy                          | 43-47   |
| 7.9 Remuneration schedule                       | 48      |
| 7.10 Marketing budget                           | 49      |
| <hr/>   |         |
| 8. OPERATIONAL PLAN                             | 50      |
| 8.1 Introduction                                | 51      |
| 8.2 Process planning                            | 52-53   |
| 8.2.1 Process of flowchart                      | 54-56   |
| 8.3 Operation layout                            | 57      |
| 8.4 Material planning                           | 58      |
| 8.4.1 List of packages                          | 58-60   |
| 8.4.2 Equipment and raw material budget         | 61-62   |
| 8.4.3 Purchasing forecast                       | 63      |
| 8.4.4 Suppliers of raw materials                | 64-65   |
| 8.5 Manpower planning                           | 66      |
| 8.6 Location                                    | 67      |
| 8.7 Operation hours                             | 68      |
| 8.8 License & permit                            | 69      |
| 8.9 Operational budget                          | 70      |
| 9. FINANCIAL PLAN                               | 71      |
| 9.1 Introduction                                | 72      |
| 9.2 Capital contribution                        | 73      |
| 9.3 Sources of finance                          | 74      |
| 9.4 Department expenditure                      | 75      |
| 9.4.1 Administrative expenditure                | 75      |
| 9.4.2 Marketing expenditure                     | 76      |
| 9.4.3 Operation expenditure                     | 77      |
| 9.5 Sales forecast                              | 78      |
| 9.6 Purchase forecast                           | 78      |
| 9.7 Project implementation cost                 | 79      |
| 9.8 Sources of project financing                | 80      |
| 9.9 Loan amortization & hire-purchase schedules | 81      |
| 9.10 Depreciation schedules                     | 82-84   |
| 9.11 Pro forma cash flow statement              | 85-87   |
| 9.12 Pro forma income statement                 | 88      |
| 9.13 Pro forma balance sheet                    | 89-90   |
| 9.14 Financial analysis                         | 91      |
| 9.14.1 Financial analysis graph                 | 92-97   |
| <hr/>   |         |
| CONCLUSION                                      | 98-99   |
| APPENDICES                                      | 100-101 |

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In addition, thanks to our family, classmates, friends and all who directly and indirectly involved in our project.

At last, we hope all the knowledge given and experience we get can be applied in the future. Once again, without the help from many people, this project cannot be done successfully.

## EXECUTIVE SUMMARY

Event planner has great opportunity in today's market. SWEET REMEMBRANCE is a business that provides service to plan the 'baby shower', 'aqiqah', 'cukur jambul' and birthday party. The sophisticated lifestyle of urban people nowadays has increase the demand for planner as all career women do not have the time to do their own event.

The business is run by manager and four others executives which are financial executive, administration executive, operational executive and marketing executive. The target market is pregnancy women and new born baby in Ara Damansara, Selangor as this place are growing rapidly. The plan to start the business is on 4<sup>th</sup> April 2014. The shareholders will be Muhamad Hisyamuddin bin Mohd Zubir, Haniza Hafzan binti Mohd Tony, Amirah Amanina binti Mohd Razif, Marina binti Muhammad Nor and Intan Nadhirah binti Ali.

Currently, we focus in Ara Damansara because we discover that there is no other competitor that operates this business. This place also chosen because it is in strategic location since it is a developing area.

We decided to promote our business through social network, banners and signboard. Last but not least, the operating hours will be from 9.00 a.m. until 5.00 p.m. The working days are from Monday until Friday.