



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

KAMPUS SAMARAHAN 2

AM110 FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

AM1104C

BOTTLE UP!

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SUBMISSION LETTER

Bottle Up!

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Miss Philomina Francis  
ENT300 Lecturer,  
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Samarahan Campus 1,  
Jalan Meranek,  
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Sarawak.

22nd February 2014

Miss,

RE : SUBMISSION PLAN

As the General Manager of our company, Bottle Up! I, Afiqah Binti Amran, represent all of our teams would humbly submit our business plan to you for further evaluation. It is an honour for all of us to be able to complete this business plan with the support from you.

2. Regarding this subject, we have able to rectified the requirements to finish this subject, which is Fundamentals of Entrepreneurship (ENT300) which have given us much further knowledge to widen our perspective in terms of the business and also can be helpful for us if we want to start our own business when we have graduated.

3. We are really grateful that you have guide us throughout this project and we are blessed that all of our research that is related in regards of the business throughout this project with the cooperation of our partners have been such an experience.

Yours sincerely,



( AFIQAH BINTI AMRAN )

General Manager

Bottle Up!

## EXECUTIVE SUMMARY

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Our company has managed to allocate all of the required information and we have all agreed upon the name of the company Bottle Up! Basically, we owned this business as a form of partnership and each of us has donated a certain amount of capital to make this company a successful. The management is headed up by four managers that are expertise in this area of business which will bring profit. The General Manager and also the Administrative Manager are held by **Afiqah Binti Amran** while the post of Marketing Manager will take care by **Nur Affida Binti Sufian** and next the position Operational Manager will held by **Zuraima Elza Binti Ismail** and lastly Financial Manager position will held by **Nur Farzana Saiyidah Binti Sulaiman**.

Basically, our company is basically introducing a new way to reduce the expenses of any household appliances by buying less and earn more whereby in a business context, it is a win-win situation between a provider and the buyer. In a much more wider scope, our business insist to highlight the concept of 3R which is reuse, reduce and recycle and also we prohibited the use of plastic as it can pollute the environment.

With that, to develop a more thriving and triumph company, we have asserted all of our objectives to make it as a benchmark to reach all of our goals as a successful and acknowledge company that is known to others because we striving for the excellency in terms of our customers' need and the quality of our products which the chemical are toxic-free and affordable in price for everyone to buy.

Moreover, we have agreed upon that each of the managers will contribute to the establishment of the company which whereby the sum of all the capitals is RM 87, 000 and the loan we applied from Bank Simpanan Nasional (BSN) which amounted to RM 100,000 and with all of the money we strive for the total quality respecting to develop and introduce to the customer the differentiation that we have in our business.

## INTRODUCTION

Bottle Up! is a partnership company that come up with a cleaning product detergent to the people. Generally, the reason our company have the audacity to come up with the idea of providing people our cleaning detergent product is for the reason that it is very cheap in term with reference to price and very safe for the environment. Our company practice the concept 3R which is reuse, reduce and also recycle and also we offer our customer cheap price and let them earn more. Furthermore, we offer this shop at Kota Samarahan area where most of the people who are located are students from universities nearby. All of the managers have agreed upon the sharing in regards of the profit, shares in equally distributed ratios. We are looking forward to starting our business due to the fact that it is promoting the idea of environmental way to use our cleaning product.

### 1.0.1 NAME OF THE BUSINESS

We made decision that the name of our company is Bottle Up! basically in view of the fact it depicts where the customer can bring their own bottle to our company and have their cleaning product re-filled in any cleaning product that they desire. Moreover, our company exercises on the concept 3R which are, reuse, reduce and recycle. In this matter, the customer does not have to bother to buy themselves a new cleaning product bottle which can cost more than they can buy and buy one from our company which sell the cleaning product only that have choices of colour and scent that they choose that suit their need.

### 1.0.2 NATURE OF THE BUSINESS

Broadly, our company provides to the customer our environmental cleaning product to the people of Kota Samarahan, Sarawak. In this matter, we offer the customer various colours that represent the scent of the cleaning product that they want to re-fill. Such as, the colour pink represents the strawberry scent. In matter of cleaning product, we serve to the customers in matter of the cleaning product for dishes, a detergent and a softener for washing machine, cleaning product for cars, and also cleaning product for the floor of the house. This company is acceptable considers to the population people in Kota Samarahan are mostly students and mostly they have to budget and plan their financial accordingly and our company serves in a very low cost cleaning product.