



AD111

اُنِيُوْ سِيْتِي تِيَكُوْ لُوْ كِي مَارَا

UNIVERSITI TEKNOLOGI MARA SARAWAK

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIPS

“MALA”

PREPARED BY: GROUP AD111

NAME	STUDENT ID	POSITION
IZAAZ BIN MOHD IZAIMI	2014236338	GENERAL MANAGER
NUR AFIFFA BINTI ZULKIFLLI	2014247794	MARKETING MANAGER
ANA ELISA BT PAULUS	2014248678	OPERATIONAL MANAGER
IZAAZ BIN MOHD IZAIMI	2014236338	ADMINISTRATION MANAGER
MARYLYN DIANA BINTI JAINI	2014835218	FINANCIAL MANAGER

PREPARED FOR:

MR. JOHARI ABDULLAH

Table of content

No	Items	Pages
1.	Letter of Transmittal	3
2.	Introduction Purpose of Business Plan Company Background Partnership background Location of the business	5 6 7-10 11
3.	Marketing Plan Introduction Objective of marketing Target market Market size Market share Sale forecast Marketing strategies Marketing budget	13 14 15-16 17-18 19-20 21-23 24-28 29
4.	Operation Plan Introduction Process Planning Operation Layout Production Schedule Material Planning Manpower Planning Overhead Requirement Business and Operation Hours License , Permits and Regulation Operation Budget Implementation Schedule	31 32 33 34-36 37-40 41-42 43-44 45 46 47 48
5.	Administrative Plan Introduction Organization chart Manpower planning Schedule of Remuneration List of Office Equipment Administrative Budget Office Layout	50 51 52-54 55 56-58 59 60
6.	Financial Plan Introduction to Financial Project implementation cost Pro-Forma cash flow Pro-Forma income Pro-Forma Balance Sheet	62-64 65 66 67 68

Diploma in Graphic and Media Digital,
MARA University of Technology,
Sarawak Branch, Kota Samarahan Campus 1,
94300 Kota Samarahan, Sarawak

MR Johari Bin Abdullah
Lecturer of ENT 300,
MARA University of Technology,
Kota Samarahan Campus 1, 94300 Kota Samarahan,
Sarawak

13 March 2016

Submission of Business Plan Proposal (ENT 300)

Sir,

According to the subject stated above, we would like to submit the business plan proposal of our project paper for our ENT 300 subject.

This business plan was completed based on the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a guide for a proposed business venture which covers all aspects such as administration, marketing, operation, and financial.

We hope that this business plan that we proposed does fulfill your requirement to this subject. Any mistakes or lack in any area faults fully on us and we do appreciate any comments on our project in order to help improvise in the future. Thank you for your guidance and time to go through our business plan and analyzing it. Finally, with all our efforts we hope that you will approve this business plan that we produced.

Yours sincerely,

(Izaaz Bin Mohd Izaimi)
General Manager,
Mala.

INTRODUCTION

The name of this company is MALA. From where do we get this name is from a translation of the word bag, from English to Irish. Why we don't pick an English or Malay word is because it's too common so we choose an Irish translation instead.

The address of our business is in Kota Samarahan, Kuching. It is located on GF, 6, Jalan Datuk Mohammad Musa, Desa Ilmu, 94300 Kota Samarahan, Sarawak, Malaysia.

The nature of our business is a local bag which we manufacture it ourselves as in we sew it on our own, we make our own design and we print it ourselves too. The uniqueness of our business is that we make our own design. We use the concept of modern and hipster using typos and some other design elements.

Factors in selecting this business is to sell an affordable bag to students, affordable and marketable because the design is in route with the latest trend. Another factor is to share our creativity in designing our bags, to inspire other students to be creative and think outside the box.

In the future, we see our business expands to a franchise and we will be well known around the country. Our local brand business will be amongst the famous local brands there is around Malaysia. We could sell our bags by not just one type of bag but many types of them for example draw strings bag or even a back pack made out of fabric with good quality of course.

Conclusion

For the conclusion, Mala had a big chances to become an well known brandsand stand on the same level with other brands such as HushPuppies, Abroad and other brands that produce a bag.

We choose this business is because manufacturing bag has highest possibility to obtain great success in this generations. Regardless of all our flaws in this business plan we still hope that this business can achieve a great success in future.