



اَوْبَهُرْ سَيِّدِي تَيْكُونُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 300

# BUSINESS PLAN

BY

LOCAMASSA PVT LTD



RESEARCH .  
INVENT .  
IMPROVISE .

**PREPARED FOR**

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## **ACKNOWLEDGEMENT**

First of all, Alhamdulillah and praise to Allah S.W.T for giving us the opportunity to finish the business plan successfully. With the gust and guide from Him, we are able to complete this business plan within the time given. With the strength He provides us, we able to find the materials and information needed to finish this project.

Secondly, we would like to express our honour to our beloved lecturer of the course Fundamentals of Entrepreneurship (ENT 300), Mr. Ahmad Nur Misuari Bin Ibrahim for everything he had taught us. His dedication in providing us with knowledge on becoming a successful entrepreneur had helped us to complete this business plan on time. He had taught us on how to solve problem regarding entrepreneurship and always giving us some advice in finding suitable materials and information for this project. We will always be thankful for all his love and support.

Furthermore, we would like to thank all our classmates (J4EC1104A1) for always helping us your kindness is beyond our reach. We would like to thank them for their opinions, ideas and information that they provide us to helps us to complete this business plan.

Last but not least, special thanks to each of our group members, Izzat Iskandar, Syed Muhammad Amirul, Nurqistina Izzati and Nur Diana Nadhirah for the time and effort they had put in to complete this business plan. For every difficulty we faced, we support and helped each other in solving the problems. Our only goal is to complete this business plan right on time with the correct context.

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## **EXECUTIVE SUMMARY**

### **LOCAMASSA PVT LTD**

This business proposal presents an overview of business description, activities and goals for LocaMassa Pvt Ltd within three (3) years forecasted business period. LocaMassa Pvt Ltd will be operating in the state of Johor which is in the midst of developing into a high-rise city. The initiation of our product comes from the idea of sustainable products that can help to reduce waste and save the environment. Not only it is eco-friendly, it is also much more reasonable and easier to be obtained. Our company guarantees our invention can change the society's perspective in viewing the capability of an unwanted waste. LocaMassa will be operating at Bandar Seri Alam, Johor from Sunday to Thursday for 8 hours with 3 shifts with total up of 12 hours (10 a.m – 10 p.m). Our product is a sand made out of mussels' shell, can produce higher strength in replacement of sand in concrete.

LocaMassa Pvt Ltd aims to penetrate the market with 30% of market share among its main competitors with averaging the forecast sales of RM 67,625.00 monthly and it would generate about RM 811,500.00 sales revenue in the first year. The business will experience 5% and 10% increment in sales revenue and working capital for the second and third year of business. The financial resources will consist of a ten – year small medium ventures loan equal to RM 104,256.00 and hire purchase of RM 2,500.00 and the remaining will acquire from business equity which is partner's contribution. LocaMassa Pvt Ltd will continue to strive until the usage of mussels' powder will be spread worldwide to ensure that this business will be marked as a remarkable value.