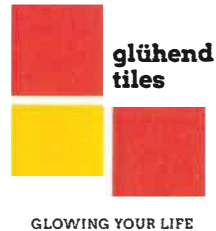




اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN



GLÜHEND TILES ENTERPRISE

FACULTY OF CIVIL ENGINEERING
(PART 4)

PREPARED BY:

- | | |
|---|------------|
| 1. AHMAD DANIAL BIN AHMAD SUPIAN | 2017214128 |
| 2. HASAN BIN ABDUL HAMID | 2017500775 |
| 3. MUHAMMAD AMIRUL HAKIM BIN FUAT | 2017184041 |
| 4. NUR FATIN NABILA BINTI MOHD ZAILANI | 2017319181 |
| 5. NUR NABILAH NAZRAH BINTI ABDUL HAMID | 2017500697 |

ACKNOWLEDGEMENT

All praises to Allah S.W.T and his blessing for the completion of this business plan. We thank God for all the opportunities, trials and strength that have been showered on us to finish writing this business plan. With the guide from Him, we can complete this business plan on the time that had been given. With the strength He provides us, we able to find the materials and information needed to finish this project.

First and foremost, we would like to express our gratitude and sincerely thank to our lecturer of the course Fundamentals of Entrepreneurship (ENT 300), Mr. Ahmad Nur Misuari Bin Ibrahim for his guidance, understanding, patience and knowledge. His dedication in providing us with knowledge on becoming a successful entrepreneur has helped us to complete this business plan on time. He has taught us on how to solve problem regarding entrepreneurship and always giving us advices in finding suitable materials and information for this project. He has provided positive encouragement and a warm spirit to finish this business plan and it has been a great pleasure and honour to have him as our lecturer.

Furthermore, we would sincerely like to thank all of our beloved classmates (J4EC1104A1) who always helping us out. We would like to thank them for their opinions, ideas and information that they provide us to helps us to complete this business plan.

Finally, special thanks to each of our group members, Ahmad Danial, Nur Nabilah Nazrah, Nur Fatin Nabila, Hasan, and Amirul Hakim for the time and effort they have put in order 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.

May God shower the above cited personalities with success and honour in their life.

LETTER OF SUBMISSION.....	2
ACKNOWLEDGEMENT.....	5
EXECUTIVE SUMMARY	11
1.0 INTRODUCTION.....	14
1.1PURPOSE OF PREPARING BUSINESS PLAN.....	17
1.2 BUSINESS BACKGROUND.....	20
1.3 VISION AND MISSION	21
1.4 ORGANIZATIONAL CHART	21
1.5 LOGO AND MOTTO.....	22
1.6 BACKGROUND OF PARTNERSHIP	24
1.7 LOCATION OF BUSINESS.....	30
MARKETING DEPARTMENT.....	32
2.0 INTRODUCTION.....	33
2.1 MARKETING OBJECTIVE	33
2.2 PRODUCT DESCRIBTIONS.....	34
2.3 TARGET MARKET.....	35
2.4 MARKET SEGMENTATION AND MARKET SIZE	36
2.5 MARKET SIZE	37
2.6 MARKET COMPETITION	38
2.7 MARKET SHARE.....	39
2.8 SALES FORECAST	41
2.9 MARKETING STRATEGY	42
2.10 PRODUCT STRATEGY.....	42
2.11 PRICING STRATEGY	43
2.12 PROMOTION.....	43
2.13 PLACE STRATEGY	45
2.14 MARKETING PERSONNEL.....	45
2.15 MARKETING BUDGET	47

OPERATIONAL DEPARTMENT	48
3.0 INTRODUCTION.....	49
3.1 COMPONENT OF OPERATING SYSTEMS.....	50
3.3 OPERATION LAYOUT	53
3.4 PRODUCTION PLANNING	54
3.5 MATERIAL PLANNING	55
3.4 PRODUCTION PLANNING	57
3.7 MANPOWER PLANNING.....	57
3.8 OVERHEADS REQUIREMENT.....	61
3.9 LOCATION PLAN.....	62
3.10 BUSINESS AND OPERATION HOURS	63
3.11 LICENSE PERMITS AND REGULATIONS.....	64
3.13 IMPLEMENTATION SCHEDULE	65
3.12 OPERATION BUDGET	66
ADMINISTRATION DEPARTMENT.....	67
4.1 ORGANIZATION CHART	68
4.2 MANPOWER PLANNING.....	69
4.3 SCHEDULE OF TASK AND RESPONSIBILITIES	69
4.4 SCHEDULE OF REMUNERATION	70
4.5 OFFICE FURNITURE AND FITTING	71
4.6 ADMINISTRATION BUDGET	73
FINANCIAL DEPARTMENT.....	74
5.0 FINANCIAL PLAN	75
5.1 OPERATING BUDGET.....	76
5.2 PROJECT IMPLEMENTATION COST AND SOURCES OF FINANCE.....	81
5.3 LOAN AND HIRE PURCHASE DEPRECIATION	87
5.4 PROFORMA CASHFLOW STATEMENT.....	88
5.5 PROFORMA INCOME STATEMENT	91

Executive Summary

GLÜHEND TILES ENTERPRISE

This business plan is our proposal present as overview of business description. This includes activities and goals for our glowing tiles within three (3) years of business operation. Glühend Tiles Enterprise Company starts operating at Jalan Adda 3/1, Adda Height. This is because the location is more strategic since it is a developing city and has a high tendency on getting high demand of purchases. As for our mission, we are targeting to expand our market share within three (3) years and our brand will be everyone's choice within 10 years. Our glowing tiles are not only can be installed with a purpose for decoration, but it can also be used as safety precautions as it can help people on stepping on the right position such as on stairs. As for our vision, we target to be a world-renowned tiles company in the region and fulfil the needs of the market demand while the customer's satisfaction becomes our priority. Glühend Tiles Enterprise operates at Jalan Adda 3/1 for 12 hours from Saturday until Thursday starts at 10 am and finished at 10 pm. We are already ensured that our product can help on making a building looks more iconic at night.

In operating this business, we have identified some of our competitors. Our competitors are including Feruni Ceramiche, Jubin BMS and MasTile. As from our first month forecast sale which is RM 20,000.00, we can say that we can compete with them within our operation business is ongoing. In this business plan, we will discuss our plan on trading our product which is glowing tiles.