



**UNIVERSITI TEKNOLOGI MARA KOTA SAMARAHAN SARAWAK  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION**

**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP  
EVOLIGHT ELECTRICAL CO.  
COMPANY BUSINESS PLAN**

**PREPARED FOR:  
MISS NORAINI BT. SA'AIT**

**PREPARED BY:**

<b>NAME</b>	<b>STUDENT I.D.</b>
<b>DEXTER AK HENRY LIAP</b>	<b>2012 736 453</b>
<b>CHRISTOPHER GERINGU AK BETI</b>	<b>2012 346 447</b>
<b>SHARENA EVA AK FOWIN</b>	<b>2012 969 957</b>
<b>JOSETHRIENA AK JOSEPH</b>	<b>2012 328 069</b>
<b>JACKSON IMONG DENNIS</b>	<b>2012 739 113</b>

<b>1.0</b>	<b>INTRODUCTION</b>	
1.1	ACKNOWLEDGEMENT	1
1.2	SUBMISSION LETTERS	2-5
1.3	EXECUTIVE SUMMARY	6
1.4	APPLICATION OF LOAN	7-8
1.5	PROPOSE OF BUSINESS PLAN	9
1.6	PARTNERSHIP AGREEMENT	10-13
1.7	COMPANY BACKGROUND	14-17
1.8	PARTNERSHIP PROFILE	18-22
1.9	LOCATION OF BUSINESS	23
1.10	COMPANY LOGO	24

<b>2.0</b>	<b>MARKETING PLAN</b>	25
2.1	INTRODUCTION TO MARKETING	26
2.2	PRODUCT CONCEPT	27
2.3	PRODUCTS	28-34
2.4	TARGET MARKET	35-36
2.5	COMPETITION	37
2.6	MARKET SIZE	38
2.7	MARKET SHARE	39-40
2.8	SALES FORECAST	41-44
2.9	MARKETING STRATEGIES	45-46
2.10	PROMOTION STRATEGIES	47-48
2.11	GANTT CHART	49
2.12	MARKETING BUDGET	50

## 1.2 SUBMISSION LETTERS

EvoLight Electrical Co,  
980, Lot 4288, Ground Floor,  
BDC Commercial Centre,  
Jalan Stutong Stampin,  
93350 Kuching,  
Sarawak.

---

Miss Noraini Bt. Sa'ait,  
Lecturer ENT300,  
Universiti Teknologi Mara,  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

20 July 2014.

Miss,

### **SUBMISSION OF BUSINESS PLAN**

As stated above, I am Dexter Ak. Heny Liap, General Manager of EvoLight Electrical Co., the representative of my team mates, would humbly submit our business plan for further reviewing.

2. We have prepared this business plan to fulfil the requirements o the respective subject, fundamental of Entrepreneurship ( ENT 300 ) as a precondition by Universiti Teknologi Mara ( UiTM ) Samarahan. This task is a basic practical skill for beginners' guidance to start getting involved in the business world as to become a proficient entrepreneur.

3. We hope that by submitting this business plan, we are able to present the completed task between the cooperation of our partnership that we have gained during the whole outline

### 1.3 EXECUTIVE SUMMARY

Evolight Electrical Co. is a company that sells various types of electrical goods. Our target market is the residents of BDC Commercial Centre.

Evolight Electrical Co. is a partnership enterprise comprises of five team-mates :

<b>MEMBERS</b>	<b>POSITION</b>
Dexter Anak Henry Liap	General Manager
Christopher Geringu Ak Beti	Marketing Manager
Sharena Eva Ak Edwin	Administration Manager
Josethriena Ak Joseph	Operation Manager
Jackson Imong Dennis	Financial Manager

Every company member contributed RM20,000 except for General Manager that contributed RM25,000.

The obligation of a General Manager are to direct a specific aim and arrange beforehand the whole phase with intentions to assemble it in one piece. In other words, this position is responsible to keep in certain that the partners work together co-ordinately.

The duties of a Marketing Manager are to be head of the company's advertising and enhance sales. It is vital to be consistent in its field to ensure the income stabilizes and gradually increases.

The liabilities of an Operation Manager are to be on track with the supplied products for stocking and restocking, and attend to the needs of the workers.

The competences of an Administration Manager have to include assisting the General Manager, contacting the suppliers and monitoring the work flow of the business.

The responsibilities of a Financial Manager are to collect and calculate the company's financial documents, stabilize company's profit and plan any reduction in cost for any unnecessary expenses.

### 1.77 Future Business Prospects

1. To increase the supply and sales of the electrical products with higher quality, better designs, and various type of products with various functions that can be delivered to the customer and user of the products.
2. To be well recognised by the society as one of the best company to supply its products to the customer which meets their expectations and satisfactions, by delivering the best to the customers in term of customer services, and various types of electrical products sold.
3. To be one of the successful companies in the electrical industry, by taking every possible opportunity to grow further in the industry and one day may come out with our own products and not just supplying and selling, but also making our own brand.

