



اَوْنِيُوْرَسِيْتِي تِي كُنُوْلُوْمِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK ALAM, SELANGOR

FACULTY OF HOTEL AND TOURISM
MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

HM240 (GROUP A)
BUSINESS PLAN (COATMET)

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EXECUTIVE SUMMARY

Cleo Maju is a firm that offers a product for health security and protection to motorcycle riders during their mobility on the road during raining. We would like to produce our own raincoats whereby the raincoats are knitted-with the helmets. With this, the motorcycle riders have no worries about not bring their raincoat during raining. They will protect from the rain and accident risks is reduce~~as~~ as well.

Mission

Our mission is to create a very quality product of raincoats to our target customers.

Vision

Our vision is to market our product in Asian Countries and European.

Target Market

Our target market are motorcycle riders and firms/companies that offer Helmet Accessories in Malaysia. We will attract the firm or company to joint venture to use our products. Our research development discovers 12,933,042 of Malaysia are under registered motorcycle in 2017. Selangor has many usages of motorcycle riders due to traffic congestion and easily accessible for parking. In Selangor, according to the surveys, 65% of them had to wait at side road because not bring raincoats. That because they have to wait and cause them late for work. In another words, 70% of them had the raincoats but not bring because not availability for raincoats storage.

Competitive Advantages

There are a few firms that has stable market growth of their raincoats in Wilayah Persekutuan Kuala Lumpur but we are the first firm that provide the rain coat product knitted-with helmet in market. Our products are unique that cannot available in another firm. We believe our products is chatter the demand in the market and achieve stability growth after 5 years in the market.

The Profitability

Based on our size and identifiable market, our business target RM400 000 profits for the first year. We project the increment of 10% profits for the first three years. Our board of directors and investors own 8% of market-share of the profits. We project the return on investment within the 8 years with 30% value for investors.

The Management Teams

Cleo Raincoats headquartered in Wangsa Maju, Kuala Lumpur. The company is owned by Cleo and friends, Hanisah, Haidah, Hilman, and Misshirley. Cleo has experienced for nine years in working as a Senior Manager at NHK Helmet Malaysia and would like to establish new business with his friends who contribute share in the company. Hanisah has experience for seven years as administrative Manager at HONDA Malaysia, Haidah gain experience for eight years as Assistant Marketing Manager in Mgear (M) Sdn Bhd. Hilman experience seven years in Operation Manager at LS2 Helmet Malaysia, Misshirley experience 8 and a half years of working as a Junior Financial Manager at PENNZOIL Malaysia. We believe with our well-experienced and a good teamwork will bring the successful of this business

1. COMPANY PROFILE

Name of the business : Cleo Maju
Business address : Seksyen 7, Wangsa Maju
E-mail address : CleoMaju@gmail.com
Telephone number : 03-61431881
Main activity : Provide quality rain coat knitted-with helmet.

2. ENVIRONMENTAL ANALYSIS

Environmental analysis is a strategic tool. It is a process to identify all the external and internal elements, which can affect the organization's performance. The analysis entails assessing the level of threat or opportunity the factors might present. These evaluations are later translated into the decision-making process. The analysis helps align strategies with the firm's environment.

Strength <ul style="list-style-type: none">✓ Availability in colours✓ Convenience✓ Customize available✓ Affordable Price	Weakness <ul style="list-style-type: none">• No membership cards• Undifferentiated products• Time consuming
Opportunities <ul style="list-style-type: none">✓ Special Service✓ Intellectual Properties✓ Good collaborations	Threat <ul style="list-style-type: none">• Existing competitors• Pending of pattern• International market