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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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TABLE OF CONTENT

ACKNOWLEDGEMENTi

1.0 EXECUTIVE SUMMARY1

1.1 Business Introduction1

1.2 Mission and Vision of the Organization2

1.3 Objective of the Organization2

1.4 Purpose of the Business Plan3

1.4.1 The entrepreneurs3

1.4.2 The Suppliers3

1.4.3 The Company's Staff3

1.4.4 The Customer3

1.5 Company Background4

1.6 Logo5

1.6.1 Company Name5

1.6.2 Rectangular5

1.6.3 Black5

1.6.4 Dark and Helmet5

1.6.5 Wings with Exhaust.....5

1.6.6 Handle.....5

1.7 Brief Description of the Business and Product Concepts.....6

1.8 The Target Market and Projections6

1.9 The Competitive Advantages6

1.10 The profitability6

1.11 The Management Team	7
2.0 PRODUCT OR SERVICE DESCRIPTION	8
2.1 The Detail of Product to be produced	8
2.2 The Application of Product	8
2.3 Unique Features of Product	9
2.4 Present State of Development of the Product	9
2.5 Patents or Other Proprietary Features of the Product	10
2.6 Opportunities for the Expansion of the Product Line	10
3.0 TECHNOLOGY DESCRIPTION	11
4.0 MARKET ANALYSIS	13
4.1 Customers	13
4.2 Market Size and Trends	15
4.3 Competition and Competitive Edges	18
4.4 Estimated Market Share and Sales	20
4.5 Marketing Strategy	22
5.0 MANAGEMENT TEAM	28
5.1. Organisation of the Company	27
5.2 Key Management Personnel	28
5.2.1 Duties and Responsibilities of the Management Team	35
5.3 Management Compensation and Ownership.....	38
5.4 Supporting Professional Advisors and Services.....	42
6.0 FINANCIAL ESTIMATES	43
6.1 Price for each items for Friendly Bike Basket.....	44
6.2 Start-up Cost And Working Capital	44

1.0 EXECUTIVE SUMMARY

The Friendly Bike Basket is a business consists of five business partners that motivated to be a successful entrepreneur. The members are including general manager, operation manager, financial manager, administrative manager and marketing manager. Our business will be located at Kota Bharu, Kelantan. After doing research on the business opportunity available at Kota Bharu, we have decided to specify our business in selling our product. Our partnership business will well know as Bike Bro's Basket Sdn. Bhd.

Our business will introduce a new product namely Friendly Bike Basket which is a product that is creates for people that always buy many groceries by using their motorcycles. This product highlights the importance of creativity and innovation to the entrepreneurs in industry. If we survey at the motorcycles shop or accessories shop sometimes they does not have innovation for the existing basket. The latest for the innovation just the material of the basket which is from the steel to the PVC plastic basket. For instance, the company take this problem seriously to solve problem with technology. This is also because of the trend that spread nowadays which technology plays the important roles in this era.

Our target markets for this product are motorcyclists and rider under 200 cc and the accessories shops. Furthermore, in the future, we will expand our target market to foreign country and we believe that they will be interested in our product.

Lastly, we want to meet the needs and wants of people with our products that meet with our tagline "Easy Use, Easy Life".

1.1 Business Introduction

Bike Bro's Basket Sdn. Bhd is a newly developed company to focus on producing the product for the motorcyclists namely "Friendly Bike Basket". Bike Bro's Basket Sdn. Bhd scheduled to operate to serve the customers on 1st January 2018. Our business is owned partnership between five young entrepreneurs that is Noor Aiman bin Abdul Majid, Aiman bin Alfian, Muhammad Nur Izzan bin Abd Malek, Muhammad Idham Ariff bin Roslan and Muhammad Akmal Naim bin Mustapa.

Bike Bro's Basket Sdn. Bhd produces and sold a multifunction and innovative product named Friendly Bike Basket. This product is to help people to ease them in facing the limited space in the basket. This product gives beneficial to all the motorcyclists especially to those who always buy many groceries at the same time.