



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
KKgo

PREPARED BY:

ANIS FATINI SYAHRAIN BINTI ZAIDIN	2013332503
MOHD FAIZAL BIN ABDUL DIE	2013101087
LAURA VERALIE LINOP	2013940693
ROSSLYNDA HERRY	2013557813
DELVON PIAWANG	2013578895

2016

TABLE OF CONTENT

NO.	PARTICULAR	PAGE
1	KKgo INTRODUCTION 1. Introduction 2. Purpose of Business Plan 3. Company Background 3.1. Logo	1 - 5
2	ADMINISTRATION LOAN 1. Introduction 2. Organization Mission, Vision and Objectives 3. Organizational Chart 4. List of Administrative Personnel 5. Schedule of Task and Responsibilities 6. Schedule of Remuneration 7. List of Office Equipment and Supplies 7.1. List of Furniture 7.2. List of Office Equipment 7.3. List of Stationery 8. Administration Budget	6 - 20
3	MARKETING PLAN 1. Introduction 2. Marketing Objectives 3. Service Profile 4. Target Market 5. Market Size 6. Competitor 7. Market Share 8. Sales Forecast 9. Marketing Strategies 10. Marketing Budget	22 - 33

4	OPERATIONAL PLAN <ol style="list-style-type: none">1. Introduction2. Process Planning3. Operation Layout<ol style="list-style-type: none">3.1. Office Layout3.2. Warehouse Layout4. Service Planning5. Material Planning<ol style="list-style-type: none">5.1. Materials6. Manpower Planning7. Locations8. Overhead Requirement9. Business Operations Hours10. License, Permits and Regulations11. Operations Budgeting	34 - 48
5	FINANCIAL PLAN <ol style="list-style-type: none">1. Introductions2. Input3. Project Implementation Cost and Resources of Finance4. Budget5. Depreciation Schedules6. Loan and Hire Purchase Amortisation Schedules7. Cash Flow8. Pro-Forma Income Statement9. Pro-Forma Balance Sheet10. Financial Ratio Analysis11. Graph	49 - 65
6	APPENDICES <ol style="list-style-type: none">1. Motor2. Truck3. Idea of Business Inside a Truck	66 - 67

1.1.0 INTRODUCTION

KKgo provide buying and delivering services to our customers. We are newly formed business under partnership that established on 2016. Our business is located at Cyber Square, Kepayan, Kota Kinabalu, Sabah and we are targeting the people in housing area within Kota Kinabalu such as Sembulan and Kepayan. The focus in this business plan is to make people's life easier to get their everyday necessities.

Based on our observation, many people are having difficulties to get their everyday necessities especially during heavy rain and traffic jam. Our services will help them to buy and deliver the goods that they want so there is no need for them to go out and buy their goods anymore. This will make their everyday life easier.

We are invented this services with expectation that our services can give benefit to the society especially for those who are always busy and always facing the traffic jam until it make them hard to buy their necessities.

1.2.0 PURPOSE OF BUSINESS PLAN

i. The Entrepreneurs

- To gain better understanding in the objectives of the business and guide the entrepreneur to view and evaluate the proposed business venture in deeper value of objective, critical and practical manner.

ii. Supplier

- Help to convince supplier of the viability of our business venture thus benefiting both the supplier and our company in the long term business arrangement.

iii. Company Employees

- Help employees to understand the business's goal and objectives and give guidelines to them regarding their job duties and responsibilities and made the work more innovatively.

iv. Customers

- Persuade and influence our customers regarding the services offered and give assurance and confidence to them to try our services.