



اَوْبُوْرُ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

BRANDY'S BICYCLE

PREPARED BY

FACULTY & PROGRAMME : CHEMICAL ENGINEERING (EH110)
SEMESTER : 1/2017
PROJECT TITLE : BUSINESS PLAN
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SUBMISSION DATE

2nd January 2017

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EXECUTIVE SUMMARY

Brandy's Bicycle is a new standard and registered bicycle dealership and repair shop that will be operated in Kota Samarahan, Kuching, Sarawak. We have been able to find a shop that is big enough to fit into the design of the kind of standard bicycle dealership and repair shop that we intend launching and the shop is located not far from one of the well known university in Kota Samarahan.

The name of this company comes out from the imagination by the partnership members. It shows that how we positioning our products in customer's mind so that they can remember our company's name, simple and easily to pronounce.

As for the business, we are providing bicycles with the best quality and affordable prices to our customers. We also sell bicycle parts and accessories from different manufacturers and brands, and also providing bicycle repair and maintenance services.

Brandy's Bicycle is expecting to catch the interest of the university students nearby. Our company plans to build a strong market position in Kota Samarahan area due to the high population of university students in this area. We also set to sell our products to a wide range of customers in and around Kota Samarahan.

We will ensure that we hold ourselves accountable to the highest standards by meeting our customers' needs precisely and completely whenever they patronize our products. We will also cultivate a working environment that provides a sustainable approach to earning a living for our partners and employees.

Although the business is launching out with just one outlet in Kota Samarahan but there is a plan to open other shops in Kuching We believe that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in a comfort stage.

INTRODUCTION

We name our business as Brandy's Bicycle. Our main activity is selling bicycles, but we also sell bicycles accessories and provide repairing service. Our shop is located at SL 6, PH 1, Jalan Datuk Muhammad Musa, 94300, Kota Samarahan, Sarawak, Malaysia. This location can be considered as strategic since it is near to the three universities in Kota Samarahan, which are UiTM Kampus Samarahan, Uitm Kampus Samarahan 2 and also Universiti Malaysia Sarawak (UNIMAS). So, this will attract many students to come to our shop.

This business is founded by three partners. They are Miss Jessylyn Jelenny Anak Terry as the General Manager, Miss Ariessa Binti Aki as the Administration Manager and Marketing Manager, and Miss Mary Michelle Ayung Bangga as the Operational Manager and Financial Manager.

From our review, university students near Kota Samarahan have to face the difficulties in having to walk for a long distance everyday from their hostels to go to the class. They usually take approximately 15 minutes per journey everyday walking to the class with an unpredictable weather. Besides that, the students also choose to cycle rather than using a car as for it is easier to park the bicycle if compared to a car. This is because the place to park the cars are limited around the campus and it is mostly provided only for the lecturers. This is why we choose this business not only because of the profits that we will earn but also for the satisfaction of the customers that we concern for.

By shopping at Brandy's Bicycle, customers will receive many features that they will not found at other competing stores. Brandy's Bicycle is the only bike store in the area to regularly stock all disciplines of bicycles, as well as a full array of accessories and parts. We also provide the latest designs of bicycles to meet the customers demand and requirements. Also, something more different about our shop is that we offer bicycles in reasonable prices despite of the undeniable quality.

PURPOSE OF BUSINESS PLAN

Business plan is a set of documents prepared by an organization's management to summarize its marketing, operational and financial objective for the future of the business. It provides step-by-step guideline when the business is started. It also provides an idea on how to achieve the organizations goals.

By doing a business plan, it allows the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. It also allows the organization to define a strategy on how to make the business a success investment and helps to avoid failure by plotting the pitfalls along the way. By setting out the plan and target, organization can monitor their progress and get the business back on track quickly if something unexpected happen in the future.

Successful business leaders know that a well-written business plan can provide day-to-day operational assistance. Organizations that stay focused on their business plan have a higher chance of success, the business plan can help business leaders stay focused on business growth, mission and goals.

A business plan portrays a formal seriousness that investors, employees and others involved in the development and growth of business. It means that someone has taken the time to explain about their plans and intention of the business for its future success. These essential steps are significant element that most start-ups fail to recognize.