



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**TYPE OF BUSINESS  
SERVICES**

**PREPARED BY**

**FACULTY & PROGRAMME:** FACULTY CHEMICAL ENGINEERING (EH110)

**SEMESTER** : 1B

**PROJECT TITLE** : SELF-TOP-UP & PAY BILL MACHINES

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**PREPARED FOR**

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**SUBMISSION DATE**

2<sup>TH</sup> JANUARY 2018

  
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## EXECUTIVE SUMMARY

### Self -Top-Up and Pay Bill Machine

Top-up is the most need for all of the students due to get their mobile data to access internet for communication and research. Self -Top-Up and Pay Bill Machine is a touch screen machine that offer service to community in Malaysia for them to pay their post-paid and buying their top-up without going to the retail shop. A wide range of telecommunication service's top up such as Celcom, Maxis, and Digi makes our business is exclusive among the business in campuses as we are having a partnership with them. We are providing ten units of this Self-Top-Up and Pay Bill Machine in the campus and our target spot is public places, convenient store, dining hall, youth centre and college. The business capital is amounted approximately to RM 100,000 where the total contribution of each member is RM 25,000 and the rest RM 75,000 is from Bank Islam's loans.

Instead of offering this service to the prepaid users only, we also offers that the post-paid users can pay their post-paid bill through this machine. Moreover, this 2 in 1 machine available for 24 hours which gives a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make this market more interesting and attractive, we decided to pursue the customer to make their own account for this machine whereby they can purchase their top-up and paying their bill without using cash We have done some research that students normally busy during day time, so they do have time to purchase their top-up. This comes the saviour where this machine can help them when they need it any time.

We are confident that this business will be one of the famous vending machine and successful in the next five years as most of the students are exposed on how this machine works. Thus, our profits will be doubled, and we are silently helping with the market growth in Malaysia.

## INTRODUCTION TO THE BUSINESS

- i. Name of the business : Self-Top-Up and Pay Bill Machine
- ii. Nature of the business : Provide a 24 hours machine system that supplies Top-up refill card and pay phone bills
- iii. Industry profile :
  - Self-Top-Up and Pay Bill Machine will be established in 2018
  - Self-Top-Up and Pay Bill Machine offers new method of buying top-up and paying your phone bills
  - Operates 24 hours
- iv. Business location :
  - In MARA University Of Technology
    - Kolej Seri Mulu
    - Kolej Seri Gading
    - Youth Floor
- v. Date of commencement : 6<sup>th</sup> July 2018
- vi. Factors in selecting of the proposed Business :
  - a) Top-Up has a strong demand in the market .
  - b) A high tech that offers much easier way to buy top-up and paying bills
- vii. Future prospects of the business :
  - a) Self-Top-Up and Pay Bill Machine will be around Kuching and next around Malaysia
  - b) Stable and strong management in the company that can generate more profit by not ignoring our customer's

## PURPOSE OF BUSINESS PLAN

A business plan is a document that summarizes the operational and financial objectives of a business and contains the detailed plans and budgets showing how the objectives are to be realized. The main purpose of business plan is to allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. This is because the business plan contains detailed financial projections, forecasts about business's performance, and a marketing plan, it's an incredibly useful tool for everyday business planning. Therefore, it should be reviewed regularly and updated as required.

Next, business plan helps to analyze and evaluate the viability of a proposed venture. An entrepreneur needs to determine whether the business idea they have in mind is viable or not and when it comes to evaluate the viability of the business opportunity, factors should have been take into consideration. Furthermore, business plan can convince relevant parties of the investment potential of the project.

Business plan is essential because investors will want to conduct extensive background checks before they prepare to make any investment commitment. Besides, It gives us business direction, defines our objectives, maps out strategies to achieve goals and helps in managing challenges along the way.

Therefore, preparing a business plan will manage the business by working out the goals that we want to achieve, and the strategies to achieve it.