



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
BEE MART

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1.1 EXECUTIVE SUMMARY

Our company is called 'Bee Mart, we are a trading company that provides people with their everyday necessity. In short, people would know us as a grocery store. Although we are Malaysian people, we name our company Bee Mart in English because it is more flourish and we want to prove that we can compete with the other business in this country. We offers variety product in our store which will give a lot of choice to our customer. Our company brings a new concept in this state which we offers delivery service instead of the old fashion grocery shopping where people need to go to the store to buy their needs. We choose to make this delivery service since people nowadays are busy and would likely need to use our service. Our office is located at D'Sulaman Square (Lot 8, Ground Floor, Taman Kingfisher Sulaman Ph 5B, D'Sulaman Square (UA Apartment), Kota Kinabalu, Sabah 88450), and it is located in the same place with our store to save cost of rent, in addition, it would be easier for us to run both at the same time. We choose this site to open our store since it is near with residential area. Moreover, there is a lot of surrounding IPT/IPTA near to our store. It would be much easier for us to do marketing plan such as to promote our product or promotion.

Our prospect target customer is the Millennial Generation and dual income family. We put our target on Millennial Generation since they are the types that really want something that is easier and faster and we also target the dual income family since they came from a busy family and have higher income which they would be interested to use our service.

We have conducted study based on the catchment area, customer's behavior and the environment surrounding of our store. We realized that there is a lot of opportunity to make our business successful and develop in the future.

1.2 INTRODUCTION

The name of our company is BEE MART, we choose this name because as we all know bee is regarded as one of the most hardworking creatures of nature. The worker bees in the hive take care of things at home. While at BEE MART, we too take care of things at our mart like making sure that we are not selling food that are already expired. Other than that, worker bees are out in the fields gathering nectar and pollen. Whereas in BEE MART, our workers will send the goods to the customer house.

Our business location is at D'Sulaman Jln Sepanggar Kota Kinabalu, Sabah. We notices that D'Sulaman is a strategic place for business because D'Sulaman is near to residential housing and it is easy for people to find us as it is near to the Sulaman Highway. Furthermore, we choose D'Sulaman as business location since it is easy for us to do our delivery service as the place is not too crowded with traffics. BEE MART will operate seven days a week that is from Monday until Sunday, at 8.00am to 11.00pm. Our office is located at the same place of our business place.

We have conducted studies based on the catchment area, customer's behavior and the environment surrounding of our store. We realize that there is a lot of opportunity to make our business successful and develop in the future.

BEE MART

1.3 PURPOSE OF BUSINESS PLAN

This business plan is prepared by BEE MART. For the purpose of:

- 1) As a guideline in managing the business or proposed venture.
- 2) To evaluate the ability of this business whether it is able to compete with other competitors.
- 3) To add the number of Bumiputera involvement as an entrepreneur for being involve in this business.
- 4) To become the first young Malaysian to success in business

✓ **VISION**

To be a well know company in the global market by the year 2023

✓ **MISSION**

- To gain customer trust
- To be competitive in the market
- To be successful young entrepreneur

✓ **OBJECTIVE**

- To gain customers loyalty
- To gain effective relationship with supplier
- To achieve customer satisfaction towards service
- To become well known by the local people in Sab