

**BUSINESS PLAN
ENTREPRENEURSHIP
ETR (300)**



Idaman

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5 October 2000

CONTENT

SUBMIT LETTER	I
ACKNOWLEDGEMENTS	II
CONTRACT OF AGREEMENT	IV
LOAN APPLICATION LETTER	VII
EXECUTIVE SUMMARY	VIII
INTRODUCTION	1
PURPOSE	3
INDUSTRY ANALYSIS	4
DESCRIPTION OF VENTURE	8
BACKGROUND OF ENTREPRENEURS	9
LOCATION & PHYSICAL FACILITIES	14
ORGANIZATION PLAN	20
MARKETING PLAN	38
PRODUCTION PLAN	62
FINANCIAL PLAN	79
APPENDIX	96



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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. IMILIA BT ISHAH
2. AZKINA BT MUSTAFA
3. Hazimah Hasan
4. Faizal SHAHRIN B. KAMAL FARID
5. MUZAFAR ARIFF B. NASARUDIN

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN

Koordinator
b/p. Provos

Acknowledgements

ASSALAMUALAIKUM,

First of all, our thanks goes to the almighty god ALLAH S.W.T for Its kindness in letting us finished this business plan. Heartiest congratulations to all in the succession of this business plan. It has been a tiring work yet rich with information for the furtherance of our intellectuals' capacity. Up most gratitude to our lecturer Pn. Fatimah Hj Saman for guidance and advises. Thank you to all members who put up long night and patiently awaited for the corporation on completing this blue print business plan. Many thanks to the parties that really helping us a lot in giving all the information needed to the conversion of this proposal. The parties mentioned are: -

- Suria KLCC, 50088,
Kuala Lumpur.
- En. Kamaruddin,
KS Enterprise,
Jaya Jusco.
- En. Michael Ooi,
An entrepreneur in furniture industry at Langkawi.

As we know business field and entrepreneurship is a division from economy sectors that need innovative, intensive, motivation and other combination of good attitude that can lead an entrepreneur to its successions by using the Islamic ways or the conventional ways. So, we agreed to form a business called *Idaman* that represent the best exclusive furniture ever made.

Introduction

About the members

Idaman is a professionally managed partnership firm consisting of five members who carry out a business in exclusive furniture. The firm is under the leadership of a General Manager, Mr. Faizal Shahrin Kamal Farid. Ms Hazimah Hassan as a Financial Manager will manage the budget wisely. As a Production Manager, Mr. Muzaffar Ariff believes in quality as well as design excellence in our products. The philosophies of taking into account our client's needs helps the management to focus into niche markets regionally. The management outlook is progressive and the firm is currently expanding our product range as well as market channel and that task will be done by Ms Imilia Ishak. The marketing department is headed by Ms. Azrina Mustafa and she will spearhead the marketing efforts of the company.

We choose the name *Idaman* because it means desire, it is in line with our mission that is to fulfill customers desire in having nice exclusive atmosphere in their home. The word *Idaman* also is easy to pronounce.

Business Profile

Idaman is incorporated on 20th December 2004. The office is located on 3rd floor in Kuala Lumpur City Center (KLCC) and our store/showroom is located at Jalan Ampang. This venture is form to earn profit in its business, which is trading in exclusive furniture. It seems to be a profitable business after a sound analysis of our targeted customer. Such an expensive furniture with its minimum price of RM 1 500 will only be suited to the higher income group. That is why we choose an urban area to run our business. Besides selling the furniture, we also provide consultation services. If our client need the service, we will introduce them to a professional consultant then we will get 15% commissions from the fee charge by the consultant. Free services will be given on delivery.