



اُنِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Johor
Kampus Pasir Gudang

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN REPORT

(HillMe Watch)



PREPARED BY:

NAME	GROUP	MATRIX NO
MEOR AIZAT SYAUQI BIN ABDULLAH SANI	BA1175F	2018409116
AMYRUL ZULHAIMY BIN SHAIFUL AZHAR	BA1175F	2018296426
MUHAMMAD HILMI BIN WAHID	BA1175F	2018266936
MUHAMMAD HAIKAL AIMAN BIN MUHAMAD ZAMRI	BA1175F	2018405352
NOAH AZUAN BIN KHAIRUL AZUAN	BA1175F	2018295406
MOHAMAD SHAZRIN HAQIM BIN ISA	BA1175F	2018409828

SUBMISSION DATE:

31st JANUARY 2021

PREPARED FOR:

MADAM FAIRUZ BINTI RAMLI

TABLE OF CONTENT

TITLE	NO OF PAGE
ACKNOWLEDGEMENT	3
GENERAL BUSINESS DESCRIPTION	4
INTRODUCTION	5
PURPOSE OF BUSINESS PLAN	6
SUBMISSION LETTER	7
LOAN APPLICATION LETTER	8
COMPANY BACKGROUND	9
PARTNERS BACKGROUND	10-16
LOCATION OF BUSINESS	17-19
MARKETING PLAN	20-34
OPERATIONAL PLAN	35-54
ADMINISTRATION PLAN	55-62
FINANCIAL PLAN	63-77

1.0 ACKNOWLEDGEMENT

First and foremost, Alhamdulillah, we would like to express our gratitude to Allah SWT for His blessings for the completion of our written report assignment that given by our Human Resource Management's lecturer. Without the commitment from our members, we will not be able to complete this assignment during the period given. Even though there are a few problems occur during the period, our group members can take a right action to settle down the problems. We would also like to thank God for showering us the strength in overcoming challenges in making this assignment during this movement control order (MCO) that introduced by the government.

Besides that, we would also like to thank to our lecturer, Madam Fairuz binti Ramli for giving us the continuous support to complete this assignment. She gives us a lot of information that we needed in our assignment and also help us if there are problems happened during the period given. She also gives us a lot of time to complete our assignment. From that, we can submit our assignment on time. We really appreciate her because without her guidance we would not complete our assignment on time. We did not expect at the beginning that we will get a great lecturer like her.

Moreover, we would also like to thank to our beloved parents for giving us a morale support when we are doing this assignment. They also has provide a comfortable place for us to complete our assignment. We are very grateful to have parents like them because they know that we are having difficulties when we have to attend class in online platform because of the movement control order (MCO) where we were not allowed to go to our campus. It would not be possible for us to complete this assignment without the support from ourparents.

Next, we want to thank to our fellow friends who always be kind, supportive and helpful person. They also help us if we did not understand what the requirement needed in the assignment. Without them, we might not complete this assignment successfully and on time.

Last but not least, we also want to thank to our group members for giving full commitment in making this assignment. Our members has done a great work when they doing the assignment. Even though we have mobile data problems in making the assignment and many other problems, our members has did the right solution to overcome the problems.

2.0 GENERAL BUSINESS DESCRIPTION

Nowadays, even with the help of technologies such as smartphones and tablets, we all still rely on wearing a watch to tell the time and to help us manage our time. The first ever wristwatch was invented in 1868 and since then, us humans have recognize its' importance in our daily lives. Wristwatches are now worn by millions of people worldwide and we hope that are products attract new customers to buy and investors to invest in our business.

For our business, we are producing wristwatches that are fashionable, affordable and high in terms of quality. We are a business that runs as a partnership between 6 members whose names are Muhammad Hilmi as the General Manager, Meor Aizat as the Administration Manager, Amyrul Zulhaimy as the Financial Manager, Muhamad Haikal as the Human Resource Manager, Noah Azuan as Marketing Manager and Mohamad Shazrin Haqim as Operational Manager. People who look into this business plan are:

1.1 Bank and Financial Institution

1.2 Investors

1.3 Entrepreneur

1.4 Manual and Guidelines

This business plan is prepared by HillMe Watch SDN BHD in order to:

- As a guideline in managing the business.
- To provide an opportunity for entrepreneur to access the proposed business project.
- To ensure maximization of profit for this business.
- To be able to reach investors and customers around the world.

3.0 INTRODUCTION

NAME OF OUR BUSINESS

Our company's name is HillMe Watch SDN BHD. We have chosen this name based on our General Manager's name, Muhammad Hilmi. He was the one who gave the idea on starting the business and he is interested in joining the industry. We have agreed on this name because we are a partnership and it represents one of our members.

NATURE OF BUSINESS

There are 3 types of business that you can do, the first one is selling the product, second one is providing services and the third one is selling and providing both products and services. For our business, we are selling products and also provide services such as fixing and maintenance service. Customers can buy our products and also request a fixing service if the product is broken or needs any changes.

REASONS ON CHOOSING THIS BUSINESS

- Wristwatches are important and a lot of people are wearing it for daily use, fashion and sports so we think we can gain a lot of profit in this industry.
- We can implement what we have learned in our business subjects into this business.