



اَوْنِيُوْ سِيْتِي بَاتِي كُونُو كِي مَارَا
UNIVERSITI
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MARA

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BUSINESS PLAN REPORT

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BUSINESS NAME

TAFEL ENTERPRISE

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EXECUTIVE SUMMARY

TAFEL SDN. BHD. is a new company that has been operated in Malaysia. 'Tafel' means table but in southern Africa language which represents our product which is a foldable study table. TAFEL is established by five founders which all of them are bumiputera.

Our company is a product business. We are producing a product which may help a lot of people who are struggling to have an affordable foldable table. Our study tables that we produce are so unique and such a high quality product. We also provide the study table in so many colour so the customer can choose what colour do they want.

We are starting business with the total capital of RM 146,190 and all the five founders who are also the partnership are contributing RM 29,238 each. Overall, we have 12 personnel which include seven general workers. Five of 12 are general manager, administration manager, marketing manager, financial manager and operational manager.

As for our market target of customers and places, we are targeting a store that is near to the school to attract students. That is why we choose My Town Mall in Cheras. This is due to our product is made for students who are having online classes and workers who work from home. Business plan is crucial to all entrepreneurs. We are believed that we will be able to achieve our business goal with our business financial position statement. We will get our return capital within short time and our current ratio will cover our liabilities and put our business in comfortable and stable stage.