



اَوْبُنُوْرَسِيْتِيْ بِاَتِيْكَوْنُوْا لَوْ كُنِيْ بِمِاْرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



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DIPLOMA IN MICROBIOLOGY (AS1145B1)

FACULTY OF APPLIED SCIENCE

BUSINESS NAME

BABYGOEASY ENTERPRISE

SUPERVISED BY:

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TABLE OF CONTENT

EXECUTIVE SUMMARY	1
SECTION 1: INTRODUCTION	2
1.0 COMPANY BACKGROUND	2
1.1 OWNER'S BACKGROUND	3
1.2 PURPOSE OF THE BUSINESS PLAN.....	8
1.3 DESCRIPTION OF BUSINESS.....	9
1.4 INDUSTRY BACKGROUND	9
1.5 BUSINESS LOCATION	10
SECTION II: PRODUCT OR SERVICE DESCRIPTION.....	11
2.0 PRODUCT AND SERVICE	11
2.1 UNIQUENESS OF PRODUCT AND SERVICE.....	12
SECTION III: MARKETING PLAN	14
3.0 MARKETING OBJECTIVES.....	14
3.1 TARGET MARKET	14
3.2 MARKET SIZE	15
3.3 COMPETITION	16
3.4 MARKET SHARE.....	17
3.5 SALE FORECAST	18
3.6 MARKET STRATEGY	19
3.6.1 PRODUCT STRATEGY.....	19
3.6.2 PRICING STRATEGY	20
3.6.3 PLACE STRATEGY	21
3.6.4 ADVERTISING AND PROMOTION STRATEGY.....	21
3.7 MARKETING PERSONNEL.....	25
3.8 MARKETING BUDGET	26
SECTION IV: ADMINISTRATION PLAN	27
4.0 THE VISION, MISSION AND OBJECTIVES.....	27
4.1 ORGANIZATIONAL CHART	28
4.2 LIST OF ADMINISTRATION PERSONNEL.....	29

4.3 SCHEDULE OF RUMENARATION	29
4.4 SCHEDULE OF TASK AND RESPONSIBILITIES	30
4.5 LIST OF EQUIPMENT	32
4.6 LIST OF FIXTURE AND FITTING	33
4.7 ADMINISTRATION BUDGET	34
SECTION V: OPERATION PLAN	35
5.0 PROCESS PLANNING	35
5.1 OPERATIONS LAYOUT	37
5.2 PRODUCT PLANNING	38
5.3 MATERIAL PLANNING	39
5.4 MACHINE AND EQUIPMENT PLANNING	40
5.5 FIXTURE AND FITTINGS	41
5.6 MANPOWER PLANNING	42
5.7 OVERHEADS REQUIREMENT	43
5.8 LOCATION	44
5.9 BUSINESS AND OPERATION HOURS	45
5.10 LICENSE, PERMITS AND REGULATIONS REQUIRED	45
5.11 OPERATIONS BUDGET	46
SECTION VI: FINANCIAL PLAN	48
6.0 FINANCIAL INPUT	48
CONCLUSION	66
APPENDICES	66

EXECUTIVE SUMMARY

BabyGoEasy Enterprise is based on a partnership which it consists of 5 members who hold different important positions in the company such as General Manager, Marketing Manager, Financial Manager, Operation Manager and Administrative Manager. The business capital has amounted to RM826566 where the total contribution of each member is RM90000. This business plan is prepared for the CIMB Group Holding Bhd. to get the loan around RM140000 for the guarantee of our working capital. Our location is located at Damansara Utama, Petaling Jaya, Selangor.

This business is categorized as Small Medium Enterprise (SME) which provides heat-easy baby bottles for the customers. The main purpose of this business is to provide products and services that can give an easier life to parents that are having a baby. We are specialized in travel-friendly baby's bottle and variety color of case-warmer that can attract a lot of customers. Our main activity is manufacturing, producing or packaging and selling the baby's bottles.

Moreover, the price that we offered is RM120 for each set that consists of a baby's bottle and a case-warmer. Our target market is among the middle and high-income communities and focused on busy working parents with a traveling lifestyle. The populations of them around the store's area are quite high because our business was located near shopping malls, residential area and schools. Because of this, it will create a great opportunity for people to pass by our store frequently to get the travel-friendly baby's bottles. Our company used a social media platform to expand our product such as Facebook and Instagram.

In conclusion, we hope BabyGoEasy Enterprise can be a well-known company throughout the nation and can gain a greater profit and services from time to time. Lastly, we also want to become a first-choice company that people choose to purchase baby's essential products.

SECTION 1: INTRODUCTION

1.0 COMPANY BACKGROUND



Name of the Company	BabyGoEasy Enterprise
Business Address	30, Jalan SS 21/1 Damansara Utama, 47400 Petaling Jaya, Selangor
Correspondent Address	30, Jalan SS 21/1 Damansara Utama, 47400 Petaling Jaya, Selangor
Telephone Number	03-8498789
Form of Business	Partnership
Main Business Activity	Selling Heat-Easy Bottle
Date of Established	21st January 2021
Name of Bank	CIMB
Account Number	7639817291