



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْكِ مَبَارَا  
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MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS PLAN: THE VIVLIO**



*HERE IS A TREASURE FOR AN INVESTIGATIVE MIND*

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## EXECUTIVE SUMMARY

The company's name is The Vivlio Enterprise. The Vivlio is start-up the product from varieties of authors whether it is novels, comics, encyclopedia, dictionaries, academics references or exercise books. Other products also available in The Vivlio such as entertainment products and stationaries. The Vivlio are expected to operate the business in 22<sup>nd</sup> February 2022. The commencement date are as follows because preparations must be taken before the grand opening. For the Vivlio, the company will be located in Seksyen 9, Shah Alam, Selangor which are high in marketing segmentation approaches especially demographic and psychographic. The population of resident in Shah Alam is massive. Therefore, Shah Alam is the perfect fit for the company's requirement in terms of geographic segmentation. To be acknowledged by the public and also worldwide as it to build mutual trust with customers, suppliers, and the government, The Vivlio have a quality marketing such as flyers, business card, signboard and membership loyal card.

The type of building for company is Double-storey office shop which means the office and shop are in the same building. The Vivlio Enterprise operates 7 days per week practice a shift hour for the workers. The Vivlio company's does not have off day due to the target demand from the customer that books or stationaries would be everyday needs.

The Vivlio Enterprise consist of main partners with different position such as Chief Executive Officer (CEO), Chief Operating Officer (COO), Administration Manager, Marketing Manager, Financial Manager and Operation Manager. The six partners are agreed to sign the partnership agreement which means each partner have different capital contribution because it is taken from monthly salary and percentage of each partner.