



UNIVERSITI TEKNOLOGI MARA CAWANGAN PERAK KAMPUS TAPAH

**FACULTY OF APPLIED SCIENCE (AS120)
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

BUSINESS PLAN

My Jari Karat



LECTURER :

PUAN HAFINI SUHANA BINTI ITHNIN

GROUP :

A4AS1205D

No.	Student Name	Matric Number
1.	DINIE DAMIA ' BINTI ZURAIMI	2018807344
2.	NURUL SYAKIRAH BINTI NOR AFFENDI	2018411264
3.	NUR FAZIRAH BINTI MOHAMAD FADHIL	2018284096
4.	NURFARHANA BINTI RUSNI	2018896752
5.	NUR FATIN AFIQAH BINTI MOHD RIDZUWAN	2018672566

Table of Content

EXECUTIVE SUMMARY.....	4
1.0 BUSINESS DESCRIPTIONS.....	5
1.1 Company Background.....	5
1.2 Organization Logo/ Motto.....	6
2.0 OWNER DESCRIPTIONS.....	6
3.0 PRODUCT/SERVICE DESCRIPTION.....	8
4.0 ORGANIZATIONAL/ ADMINISTRATIVE PLAN.....	10
4.1 Organization Chart.....	10
4.2 Manpower Planning.....	11
4.3 Schedule of Tasks and Responsibilities.....	11
4.4 Schedule of Remuneration.....	12
4.5 List of Office Equipment.....	12
4.6 Organizational /Administrative Budget.....	12
5.0 MARKETING PLAN.....	13
5.1 Customers (Target Market).....	13
5.1.1 Demographic Segmentation.....	14
5.1.2 Geographic Segmentation.....	14
5.1.3 Psychographic Segmentation.....	14
5.2 Sales Forecast.....	15
5.3 Marketing Strategies.....	15
5.3.1 Product/Service.....	16
5.3.2 Price.....	16

5.3.3 Place (Distribution).....	17
5.3.4 Promotion.....	17
5.4 Marketing Budget.....	18
6.0 OPERATION PLAN.....	18
6.1 Material Requirements.....	18
6.2 Machine and Equipment.....	19
6.3 Operation Budget.....	19
7.0 FINANCIAL PLAN.....	20
7.1 Project Implementation Cost.....	20
7.2 Cash Flow Statement.....	20
CONCLUSION.....	21
APPENDICES.....	22

EXECUTIVE SUMMARY

A business plan can be defined as a written document that describes the proposed business or project to be undertaken in a comprehensive manner. This business proposal could be a guideline for people who want to start operating a business and also act as an opportunity for them to assess the business venture objectively, critically, and practically. So, in this project, we have decided to involve the nature of our business in the gift industry which is a surprise delivery service. 'My Jari Karat' is the signature name for our business as it represents the hidden talent that has not been used by us throughout our life. 'Jari' symbolizes our hand movement in creating a unique customized design of each bouquet and 'Karat' means something that has not been used in a long time and might change to useless things like steels change into rust if they are not used for a while.

The main activity for our service is delivering chocolate, flower, and money bouquets for any surprise celebration or event. The purpose of our business is we want to show that people can show their effort to their loved one even if it is the smallest action that could be taken which is by delivering the bouquet to surprise them just to make them happy. Thus, our target market including people around Tapah, Kampar, and Bidur since our office shop located at Tapah, people who want to organize an event (bouquet for VVIP guests), people who want to make a surprise celebration for their family, partners or friends and it is also suitable for all ranges of ages including children, adult, and elders as we can customize each bouquet to suit our customer's need.

Next, our sales forecast has reached RM526,000. It is all thanks to our management team which is handled by Fatin Afiqah (General Manager), Dinie Damia (Marketing Manager), Syakirah (Administrative Manager), Fazirah (Operation Manager), and Farhana (Finance Manager). Since we are operating the form of this business as a partnership, all net profits and losses have divided equally among ourselves. The partnership agreement also has been made before we legally register the business. Our sales forecast could reach that high amount due to our competitive advantage that makes our service different from others. This is because we rent a shop lot to exhibit our bouquet so that customers around Tapah can take a real look at the bouquet. Besides, we win our customer's heart and mind when they visit our shop because some attractive and useful items as gifts will be offered to them once they decide to use our service.

1.0 BUSINESS DESCRIPTIONS

- a) Name of the company: **My Jari Karat**
- b) Factors in selecting the proposed business

We decided to run a surprise delivery business because we love bringing happiness to others as sending and giving gifts can strengthen the relationship as it shows the effort that has been done by them. We use our creativity to make various designs to help our customers choose which gifts suit the best for their loved ones. Besides, the market itself is also one of the reasons why we choose to run this business because everyday is a birthday for someone, an anniversary date for any couple, and any important occasion that needed a bouquet for their guest. We offer a product and service to different backgrounds, ages, or even different states to use our services. Hence, it is just a waste for us to not show our abilities and skills in designing and decorating the bouquet which eventually leads us in operating this surprise delivery business.

1.1 Company Background

Name of the Organization	My Jari Karat
Business Address	No. 108, Jalan Baldwin 3, Bukit Baldwin Business Center, 35000 Tapah, Perak
Website	www.MyJariKaratco.com
E-mail Address	Myjarikaratco@gmail.com
Telephone Number	01140766391 / 05-1435445
Form of Business	Partnership
Main Activities	Delivering chocolate, flower and money bouquet for any celebration or event.
Date of Commencement	8 th January 2020
Date of Registration	8 th December 2019
Name of Bank	Maybank
Name of Account Bank	My Jari Karat Enterprise
Bank Account Number	151534751387