



اَوْنِيُوْرَسِيْتِيْ تِيْكُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

BUSINESS PLAN REPORT



PREPARED BY:

NAME	STUDENT ID	CLASS/GROUP
NURUL NASRIAH BT MOHD SAZLI	2018214544	A4AS1205_C
ROHAYU BT JUNAID	2018214066	
SABRINA AZLIN BT ROSLAN	2018209068	
NURHANANI FATIHA BT AZHAR	2018608378	
MUHAMMAD MUAZZAM BIN SHAHARILLIZAN	2018411462	

PREPARED FOR: PUAN HAFINI SUHANA BT ITHNIN

DATE OF SUBMISSION: 24TH JANUARY 2021

TABLE OF CONTENTS

1.0 BUSINESS DESCRIPTIONS2

 1.1 Name of the company2

 1.2 Factors in selecting the proposed business2

2.0 COMPANY BACKGROUND2

3.0 COMPANY LOGO/MOTTO3

 3.1 Logo Descriptions/Motto3

 3.2 Vision.....3

 3.3 Mission3

 3.4 Owner description.....4

 3.5 Product/service Description.....9

4.0 ORGANIZATIONAL/ADMINISTRATIVE PLAN.....10

 4.1 Organization Chart.....10

 4.2 Manpower Planning.....10

 4.3 Schedule of Tasks and Responsibilities.....10

 4.4 Schedule of Remuneration.....11

 4.5 List of Office Equipment, Office Furniture and Office Supplies11

 4.6 Organizational/ Administrative Budget.....12

5.0 MARKETING PLAN.....13

 5.1 Customers (Target Market).....13

 5.2 Sales Forecast14

 5.3 Marketing Strategies.....14

 5.4 Marketing Budget19

6.0 OPERATION PLAN20

 6.1 Machine and Equipment20

 6.3 Operation Budget.....22

7.0 FINANCIAL PLAN.....23

 7.1 Project Implementation Cost23

 7.2 Cash Flow Statement23

8.0 CONCLUSION26

9.0 REFERENCES27

APPENDICES.....28

EXECUTIVE SUMMARY

A business plan is a written document that gives detail planning that basically for a start-up business that derives the company objectives towards achieving its goals. As for our business plan, the name of the company is Delivery Dome. The reason we are choosing 'Dome' because the idea of the service that was made was originally from us. This is the reason we are choosing this business as we want to empower people to use our distribution service as their first preference in all respects. We really want to show the advantages and incentives that the use of the service gives to our clients. We should describe the advantages and perceptions of the characteristics of the service according to the needs of the consumer. Hence, the uniqueness of this business is we provide all kind of delivering service and also job opportunities to those who needs income. Next, the important parts of financial in our business are the cash inflow and the cash outflow as well as the profit of our business rigidly calculated. The capital will be used to rented our shop, to bought transportation for delivery we will be use to deliver the parcel or food and other things that are needed to start in this business. This business was in the form of a partnership that was established on 29 November 2019 and registered on 29 December 2019. Where there are 5 owners that have their own position which the General manager is Muhammad Muazzam bin Shaharillizan that has previous business experienced, while the Marketing manager is Nur Sabrina Azlin bt Roslan and the Client Service Executive manager is Rohayu bt Junaid that have a great communication skill and the Financial manager was handle by Nurul Nasriah bt Mohd Sazli who have potential on finance management. For Transport and Logistics Manager was manage by Nurhanani Fatiha bt Azhar. Besides, an employee involved in this business is a promoter, online service manager, and customer service manager. The major achievement in this business is the strategic location where it was in the middle of the city at Seksyen 7, Shah Alam where it is has dense population that will need our service in their location. This will be beneficial in increasing our business.

1.0 BUSINESS DESCRIPTIONS

1.1 Name of the company

Delivery Dome was named as the company name as the its mean company that provide delivery service for many functions. The word ‘Dome’ means a wide variety of forms and specialized for any kind of delivery that need by the customer such as food delivering and parcel delivering. Besides, we also provide personal rider for the customer and job opportunities to the people that seek for work.

1.2 Factors in selecting the proposed business

We want to encourage people to using our delivery service as their first choice in all aspect. We also want to show the benefits and rewards it brings to customers when using the service. We can define the benefits and perceptions of the characteristics of the service according to customer preferences. We evaluate new product line and services, promotion, or expansion to understand and forecast the company’s staffing needs and to document marketing plan.

2.0 COMPANY BACKGROUND

Name of the company	Delivery Dome
Business Address	Pusat komersial, ACG-6, Block B, Jalan Plumbum 7/Ac, Seksyen 7, 40000, Shah Alam, Selangor
Website/ e-mail address	deliverydome@gmail.com
Telephone Number	035242584
Form of Business	Partnership
Main Activities	Delivering service
Date of Commencement	28 November 2019
Date of Registration	29 December 2019
Name of Bank	Maybank Berhad
Bank Account Number	524023399730

3.0 COMPANY LOGO/MOTTO



3.1 Logo Descriptions/Motto

Black to blue transition – The color transition is defined as our progression in provide the delivering service.

Blue – The symbolize of serenity, stability, inspiration and wisdom that we want to show to the customer in order to serve our service.

Black – The color that associated with elegance, authority, power, seriousness and formality towards our competitor and it also to show our strength.

Line – The line represented our delivering service is the fastest among the other delivering company.

Delivery – The words itself show that our company provide delivering service with other side of job opportunities.

Dome - A wide variety of forms and specialized for any kind of delivery and job opportunities that need by our customer.

3.2 Vision

To be the industry leader in service quality.

3.3 Mission

We work hard every day to make Delivery Dome the world's most respected service brand and to give customers the most compelling shopping experience possible.