



ENT300

**BUSINESS PLAN**



**MU FURNITURE**

Jalan Mangga 7, 81700 Pasir Gudang, Johor (JH016)

*Prepared by*

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*Submission Date: 25 August 2015*

**Cover Letter**

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**MISS SITI NORDIYANA BINTI ISHAK**

Lecturer of Fundamental of Entrepreneurship (ENT300),  
Faculty of Business Management,  
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Miss,

**SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

2. This business plan is focus on (selling new design furniture with element of innovation in the product, by using material from wood) We had put our best commitment to complete this business plan proposal with help from our lecturer, Miss Siti Nordiyana Binti Ishak and guide from ENT300 subject syllabus. This business plan constructed to serve as blueprint and guide for a proposed business venture with covers administrator, marketing, operational, and financial aspects.

3. We hope that this business plan will success according to what we have planned. Any mistakes or lacking in any area falls full on us. We appreciate any comments on our project in order to improve ourselves as well. Thank You.

Yours sincerely,



.....  
(Muhamad Syamil Bin Sairi)

General Manager of MU Furniture

(5)

### **Acknowledgement**

**In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this project report. This project report was prepared for subject Entrepreneurship Study (ENT300), Universiti Teknologi Mara (UiTM). We are the group partner are accepting this as challenge to ourselves because it shows our passion and ability in doing this.**

**Special appreciation goes to our lecturer Miss Siti Nordiyana Binti Ishak as our lecturer that giving us supervision and constant support. Her invaluable help of constructive comments, opinion and advices throughout the project works have contributed to the success of this project. Apart from the effort of our, the success of this project depends largely on the encouragement and guidelines of many others especially Miss Nor Radila Bt Ahmad for taking the time to be interviewed for our project and also provide a lot of useful information for us. We take this opportunity to express our gratitude to the people who have been instrumental in the successful completion of this project.**

**The support and cooperation received from our team members including Muhamad Syamil Bin Sairi, Anis Shahirah Binti Mohamad, Shelly Shariza Binti Hamzah, Maizatul Farhanah Bt Mat Sout, Nurul Zakira Binti Nor Effendi and Shaza Raihana Binti Abdul Karim who contributed and contributing this project. Without our guidance and cooperation these projects not have materialized. We are really grateful because we can complete this assignment successfully.**

**Lastly, deepest thanks and appreciation to our parents, family and others for their cooperation, constructive suggestion and constant support for the report completion from the beginning till the end. At the same time, thanks to our friends that have been contributed by supporting our work and help during the report project progress tillmit is fully completed. Thank you.**

## TABLE OF CONTENTS

|            | <b>CONTENTS</b>  | <b>PAGE</b>   |
|------------|--|---|
| <b>1.0</b> | <b>Executive Summary</b>   | <b>2</b>  |
| <b>2.0</b> | <b>Introduction</b><br>2.1.0 Introduction<br>2.1.1 Purpose<br>2.1.2 Objective<br>2.1.3 Vision, Mission<br>2.1.4 <b>Company Logo</b><br>2.1.5 Company Background<br>2.1.6 Partnership Background<br>2.1.7 Location of the business<br>2.1.8 Partnership Agreement   | <br>4<br>5<br>6<br>7<br>8<br>9<br>10-15<br>16-17<br>18-27                         |
|            | <b>2.2 Administration Plan</b><br>2.2.1 Introduction<br>2.2.2 Objective of Administrative Plan<br>2.2.3 Organizational Chart<br>2.2.4 <b>Manpower Planning</b><br>2.2.5 Schedule of Remuneration<br>2.2.6 List of Office Equipment and Supplier<br>2.2.7 Administration Budget   | <br>29<br>30<br>31<br>32-33<br>34<br>35-40<br>41                                  |
|            | <b>2.3 Marketing Plan</b><br>2.3.1 Introduction<br>2.3.2 Objective of Marketing Plan<br>2.3.3 Profile of product<br>2.3.4 Target Market<br>2.3.5 <b>Market Size</b><br>2.3.6 Competitors<br>2.3.7 Market Share<br>2.3.8 Sales forecast<br>2.3.9 Marketing Strategy<br>2.3.10 Marketing Budget                                    | <br>43<br>44<br>45-46<br>47-48<br>49-50<br>51<br>52-53<br>54-56<br>57-67<br>68-71 |
|            | <b>2.4 Operation Plan</b><br>2.4.1 Introduction<br>2.4.2 Objective of Operational Plan<br>2.4.3 <b>Process Flow Chart</b><br>2.4.4 Production Schedule<br>2.4.5 Material Requirement<br>2.4.6 List of Machines and Equipment<br>2.4.7 Layout Plan of Operation Area<br>2.4.8 <b>Operation Overhead</b><br>2.4.9 Operation Budget | <br>73<br>74<br>75-77<br>78-81<br>82<br>83-85<br>86-87<br>88<br>89                |

## EXECUTIVE SUMMARY

Our business name is MU Furniture. MU is stand for Modern Unique. Product that we provide is furniture especially a chair. We are decided to provide a multifunction chair in Malaysia. We make an innovation based on the existing chair. We create it with our own idea.

Our multifunction chairs are made from wood. The function is it has a mini table, a mini lamp, and a holder to put a leg to feel relax and have a bookcase.

The location where our product will be selling is at a house area and town. Our target market is among the people who have a moderate salary. It is because, they have a simple design home and mostly they want to save budget and save space in their house. Other than that, the price that we offered for those people is according to this population.

