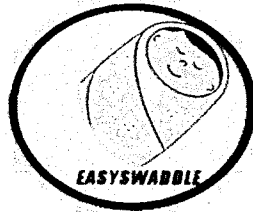




اوتنور سيني تيكنولوݢي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN



PREPARED BY:

FACULTY AND PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL  
SCIENCES

SEMESTER : 5 (JCS1435B)

PROJECT TITLE : DESIGN BUSINESS PLAN

GROUP MEMBERS :

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PREPARED FOR:

MISS SITI NORDIYANA BINTI ISAHAK

SUBMISSION DATE:

19 DECEMBER 2017

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## COVER LETTER

Muhammad Syukri bin Ayob,  
Student of Diploma in Mathematical Science,  
Faculty of Computer Science and Mathematics,  
University of Technology MARA, Johor.

19 DISEMBER 2017

Miss Siti Nordiyana binti Isahak,  
Lecturer,  
Fundamental of Entrepreneurship (ENT300),  
Faculty of Business Management,  
University of Technology MARA, Johor.

Miss,

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

Referring to the subject stated above, we would like to submit the proposal of our project for our ENT 300 subject.

2. This business plan is focusing on producing and selling an instant swaddle in order to fulfil the demand of this product.
3. We had put our best commitment to complete this business plan based on the guideline and requirements given according to our subject syllabus. This business plan is developed to act as blueprint and guidelines for a proposed business venture, which cover administration, marketing, operation and financial aspects.
4. We hope this business plan will success according to your satisfaction. Any mistakes in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank you.

Yours sincerely,

.....  
(Muhammad Syukri bin Ayob)

## ACKNOWLEDGEMENT

Most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that needs to be accomplished in the course work assessment for the subject code ENT300. We also would like to thank to our beloved Miss Siti Nordiyana binti Isahak for her guidance and assistance throughout the completion of this project.

Special thank you to our parents for giving financial support in completing this business plan. This business plan has been prepared with the cooperation and support of many people. Besides, we want to thank to our friends who are supporting directly and indirectly and help us to complete this project. All their guidance and encouragement were greatly appreciated as these motivated us to work hard and finish this project on time.

Last but not least, regardless of all obstacles along the way, all group members have given great commitments and great effort that they have shown in order to complete this project. We hope that our project will get a success and will obtain good grade for this course.

## EXECUTIVE SUMMARY

The business plan has been established to present "Easy Swaddle" which is located at 47 Jalan Payamas Taman Sentosa, 84900 Tangkak, Johor. As a new business, we want to fulfil our customers demand especially among busy parents, which ease them to make sure their baby comfortably sleep even when they are out. Our business main product is an instant swaddle, which complete with hoody and straps that will keep the baby tight.

Our business is a partnership, which consists of four position, which is General Manager, Marketing Manager, Administrative Manager, Financial Manager and Operation Manager. By having business plan also, we can estimate the profit for the current year and for the next three years based on the calculation of company performance.

We also set our business vision, mission and objectives so that we will always in right path to make sure our business is long lasting. With our innovation of our product, we hope we can fulfil our customers need.