



اوتنوورسي تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEUR

- ENT300 -

BUSINESS PLAN

" RIZQ HAKIKTY "

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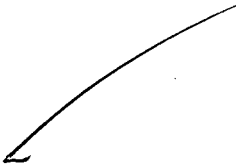
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First of all, we want to thank to Allah SWT because his blessing to us for completed our project ENT300 with successfully. This project is to practice our ability and interests, so that this project can be a guideline to encourage plan with effectively used for those who like create a new business or the new entrepreneur.

We also cannot deny the risks that we had faced according to build a new company, obstacles and problem with high effort. Moreover, we also had advises and encouragement from many parties especially our lecturer Miss Siti Nordiyana Binti Isahak, that always with us. Now, we present this project with success and hope it is well completed.

In addition, we really appreciate the help that we get from our family and classmate from JBM1144B to complete our job. Finally, we hope that this business plan proposal will be a valuable guide to those who want to know a business working clearly, correctly and effectively manner of establishment and process management meaning as.

Thank you.



EXECUTIVE SUMMARY

Rizq Harakhty is a business that supply and produce a product which is a suspension that is been gave an innovation to protect cloths from raining. The factory located at No 1, Jalan Industrial KJ, Taman Krubung Jaya, 75250, Melaka. We choose shopping mall to sell the product because it is very strategic place to promote our product at once.

This business is about business partner that shares capital among the partners. This business has six members which have their position itself which are General Manager, Administration Manager, Research and Development Manager, Financial Manager, Marketing Manager, and Operational Manager. Our total company contribution is RM36,778.98, so, all of members contributed RM6,129.83 per person.

This business is about a product that has been design by us. We wanted to promote the suspension through advertisement, booth sale and our official website. The design is to solve the problem that mainly happened in our unexpected changing weather, from sunny to rainy. This suspension will have a roof and blinds that protect the cloths from raining. The products are design well without having any trouble of drying the cloths.

Moreover, we believe that our products will successfully compete for a few years ahead. This is because we saw the opportunity that this business has potential to success in the future. The product that we offer is not well-known in Peninsular Malaysia market and will help them to solve their problem for these years before.

INTRODUCTION

Rizq Harakhty is a partnership business which provide well and water resistant suspension for cloths. Our main suspension are design creatively to protect the cloths from raining. This idea showed up because we realized it is very depressed when suddenly the weather change from sunny to rainy while we went out from the house. Then, we decided to solve this problem that mainly happened by housewife and working mother.

Our business location at No. 1 Jalan Industrial KJ, Taman Krubung Jaya, 75250, Melaka. The date of our business commencement is 1st January 2016. Our suspension are unique and helpful for all kind of people especially housewife and working wife.

Our main activity is to market a suspension that helpful for people. Besides that, we also provide other design of suspension and also custom made suspension by customer. The design will be sent to supplier, Sir Welding Company, Lot 433, Jalan Cheng 3, Cheng, 75250, Melaka. For our long term plan is we want to open more branches for each states in Malaysia and will have a high quality of suspension with suitable price.