



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
WRITTEN REPORT ON BUSINESS PLAN



GIN BAGS
PRE-LOVED AND BUNDLE PRODUCTS

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF COMPUTER & MATHEMATICAL SCIENCE

CS143

SEMESTER : SEPT 2017 - JAN 2018

GROUP : JCS1435A

GROUP MEMBERS : 1) IEMA SYAZANA BINTI RAHMAN (2015842472)

2) GABRIEL GIBSON ANAK JAVALLY (2015883046)

2) NURIN FIRZANAH BINTI MOHD RAHIM (2015433012)

*not follow
Suzetel*

PREPARED FOR:

MISS SITI NORDIYANA BINTI ISAHAK

LECTURER OF FACULTY OF BUSINESS MANAGEMENT

SUBMISSION DATE:

19TH DECEMBER 2017

*Shahid
D*

CONTENTS

NO	CONTENT	PAGE
1	COVER LETTER	i-ii
2	ACKNOWLEDGEMENT	iii
3	EXECUTIVE SUMMARY	v
4	GANTT CHART	vii
5	<u>INTRODUCTION</u>	1
	1.1 INTRODUCTION	2
	1.2 NATURE OF BUSINESS	3
6	<u>PURPOSE</u>	4
	2.1 PURPOSE OF THE BUSINESS	5
	<u>COMPANY BACKGROUND</u>	6
	3.1 COMPANY BACKGROUND	7
	3.2 OBJECTIVES, VISION AND MISSION	8
	3.3 ORGANIZATIONAL CHART	9
	3.4 LOGO AND MOTTO	10
7	<u>SHAREHOLDERS BACKGROUND</u>	11-14
	- PARTNERSHIP AGREEMENT	15-26
8	<u>BUSINESS LOCATION</u>	27
	5.1 LOCATION	28
9	<u>MARKETING PLAN</u>	29
	6.1 INTRODUCTION	30
	6.2 MARKETING OBJECTIVES	30
	6.3 BENCHMARK	31
	6.4 DESCRIPTION OF PRODUCTS	32-34
	6.5 TARGET MARKET	35-36
	6.6 MARKET SIZE	37
	6.7 COMPETITORS	38
	6.8 MARKET SHARE	39-40
	6.9 SALES FORECAST	41-42
	6.10 MARKETING STRATEGY	43-44
	6.11 PROMOTION	45-47
	6.12 MARKETING BUDGET	48

10	<u>OPERATIONAL PLAN</u>	49
	7.1 INTRODUCTION	50
	7.2 OBJECTIVE	50
	7.3 OPERATION STRATEGY	51
	7.4 COMPONENT OF OPERATING SYSTEMS	52
	7.5 PROCESS PLANNING FOR MANUFACTURING	53-62
	7.6 OPERATIONS LAYOUT	63
	7.7 PRODUCTION PLANNING	64-65
	7.8 MATERIAL PLANNING	66-67
	7.9 MACHINE AND EQUIPMENT	68-73
	7.10 OVERHEAD REQUIREMENT	74
	7.11 TOTAL OPERATION COST	74
	7.12 COST PER UNIT	74
	7.13 PRODUCTIVITY INDEX	74
	7.14 OPERATIONAL BUDGET	75
11	<u>ADMINISTRATION PLAN</u>	76
	8.1 INTRODUCTION	77
	8.2 OBJECTIVES	77
	8.3 ORGANIZATIONAL CHART	78
	8.4 MANPOWER PLANNING	79
	8.5 SCHEDULE OF TASK AND RESPONSIBILITIES	80
	8.6 SCHEDULE OF REMUNERATION	81
	8.7 OFFICE FURNITURE, FITTING AND OFFICE SUPPLIES	82-85
	8.8 ADMINISTRATION BUDGET	86
12	<u>FINANCIAL PLAN</u>	87
	9.1 INTRODUCTION	88
	9.2 OBJECTIVES	88
	9.3 CAPITAL EXPENDITURE PROJECT	89
	9.4 PRE-OPERATING & WORKING CAPITAL	90
	9.5 SALES & PURCHASE PROJECTIONS	91
	9.6 NEW PROJECT IMPLEMENTATION COST	92
	9.7 SOURCES OF NEW PROJECT FINANCING	93
	9.8 FIXED ASSET AND DEPRECIATION	94
	9.9 LOAN ARMORTIZATION	95
	9.10 CASH FLOW FORECAST	96-97

ENT300 | FUNDAMENTALS OF ENTREPRENEURSHIP

	9.11 PRO-FORMA CASH FLOW STATEMENT	98-99
	9.12 PRO-FORMA INCOME STATEMENT	100-101
	9.13 PRO-FORMA BALANCE SHEET	102-103
	9.14 FINANCIAL ANALYSIS	104-106
	9.15 FINANCIAL REPORT	107-108
	9.16 START-UP SUMMARY	109
12	CONCLUSION	110-111
13	APPENDIX	112

EXECUTIVE SUMMARY

GIN Bags is the business based on the partnership that made up of three members. The three members consists of General and Marketing Manager, Administrative and Financial Manager, and Operational Manager.

After doing research on the business opportunity available in Subang Jaya, Selangor, we have decided to specify our business in selling our product. GIN Bags is basically a business that manufacture handmade bags that made of pre-loved and bundle clothes. We create the new type of product that is innovative to sell.

Gin Bags was registered on 2nd January 2018 and our vision is to provide our customer with a high quality and fully functional handmade bags that suitable for everyone and anywhere in Malaysia. This vision will be succeeding with the full cooperation and efforts among the partners in managing this business. Based on the objective, we venturing into bag manufacturing industry because it has the potential of being a profitable business if it is done in luxury and innovative way with the large scale.

The contribution of our partner is RM 12, 000 from our General and Marketing Manager and RM 9, 000 form each of the partnership members as a capital to run this business. Our General and Marketing Manager also contributed her personal car to be used by the company.

We hope that our business will became more developed in the future because of the demand for this innovative bag is high and less companies that produce this innovative product that meets the wants of customers and buyers. This will give us more advantages to globalize our product to be more profitable and stable for the long time.