



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
D'HAVOC ART

PREPARED BY:

ANIS ZAHRAA BINTI AHMADI

2012665796

CHARINA JUASIM

2012649556

NORSYAKILLA MOHAMED

2012651812

SAREENA SUNGKING

2012626874

LECTURER

MS. FARIDAH MOHD. SHAH

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Table of Contents

1.0 INTRODUCTION

1.1 Executive summary	7
1.2 Introduction	8
1.3 Business Logo and Description	9
1.4 Objective and Mission	10
1.5 Purpose of Business Plan	11
1.6 Business Background	12
1.7 Partner's background	13-16
1.8 Business Location	17
1.9 Partnership Term Agreement	18-20

2.0 ADMINSTRATIVE PLAN

2.1 Introduction	22
2.2 Vision, Mission and Objectives	23
2.3 Organizational Chart	24
2.4 List of Personnel	25
2.5 Schedule of Task and Responsibilities	26-27
2.6 Schedule to bank in sales into bank account	28
2.7 Employees Incentive Scheme	28-29
2.8 Schedule of Remuneration	30
2.9 List of Office equipment and supplies	31-34
2.9.1 List of office furniture	



2.9.2 List of office equipment	
2.9.3 List of fixtures and fitting	
2.9.4 List of stationeries	
2.10 Personal contribution	35
2.11 Administrative Budget	36
3.0 MARKETING PLAN	
3.1 Introduction	38
3.2 Setting marketing objective	39
3.3 Products or services description	40
3.4 Target Market	41
3.5 Market Size	42
3.6 Competition	43-44
3.7 Market Share	45-46
3.8 Market share after entry of company	47
3.9 Sales Forecast	48
3.10 Marketing Strategies	49-53
3.11 Marketing Budget	54-55



1.1 EXECUTIVE SUMMARY

The growing demand of printing service nowadays is especially seen among the young generation. D' Havoc Art is put to meet such demand.

D' Havoc Art strives to provide a friendly service, high quality and comfortable wear, where its consumers will be able to use and enjoy high quality wear at a reasonable price. Our business will offer a variety of choices of design to our customers at the same time they may use their own designs so that we are able to achieve customers satisfactions and exceed the basis standard.

We definitely have to put more effort on the marketing as we need to achieve establishment, trust and loyalty from the customer in using our service.

As one of our long run in the business, we are hoping to be able to expand our business by getting more customers. More cost will be incurred for our expansion but we believe that through implementing total quality management in our business, we will be able to expand our business in the long run.



1.2 INTRODUCTION

D' Havoc Art™ provides design and printing services. We have agreed to name our business as D' Havoc Art™. The reason why we named our company that way is because our design and service are mainly for the young generation which describes the young soul and personality in them. Our target customer is largely among the younger generation. But, we also serve everyone in any stages of age who needs our service. We put the younger generation as our target customer because they are more up-to-date in trending design. For instance, young generation who involved in a dance crew, they need self-designed wear for their crew, as a symbol of their image. Thus, that was how we got the idea of starting up this business. The culture of having designed wear among the people around us makes the idea to expand it to produce not only designed t-shirt but also designed caps, towel, clothes bag, umbrella and etc. We foresee a very good market for this business in Warisan Square because it is placed in Kota Kinabalu Town, as we know KK city is the heart and centre of attention.

Our business is located the Second Floor, Lot 15 at Warisan Square. We have found that this area is very suitable for our business as the economic development is increasing rapidly and complete with lots of parking spaces. The shop that we have selected can be easily found, and it is an advantage for our business to be known by the people. There are also plenty of amenities in this area for the benefit of our business as well as our customers.

Though our store is located in Sabah and our target customers are people around Sabah, but we will be looking for opportunities to open up branches in Sarawak and Peninsular Malaysia.