



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN
VEILLADY

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TABLE OF CONTENT

Veil Lady

BIL.	CONTENT	PAGE
1.	Introduction:- 1.1. Acknowledgement. 1.2. Cover letter. 1.3. Executive summary. 1.4. Details of company. 1.5. Purpose. 1.6. Logo description. 1.7. Partners' background. 1.8. Partnership agreement. 1.9. Location of business.	1 2 – 3 4 5 6 7 8 – 13 14 – 16 17
2.	Marketing plan:- 2.1. Introduction to marketing plan. 2.2. Marketing objective. 2.3. Product description. 2.4. Target market. 2.5. Situational analysis. 2.6. Market size. 2.7. Market share. 2.8. Sales forecast. 2.9. Marketing strategy. 2.10. Marketing personnel. 2.11. Marketing budget.	18 18 – 19 20 20 – 21 21 – 22 22 23 – 24 25 – 32 33 – 38 38 39
3.	Operations plan:- 3.1. Introduction to operation plan. 3.2. Operation objectives. 3.3. Process planning. 3.4. Operations layout. 3.5. Production planning. 3.6. Material planning. 3.7. Machine & equipment planning 3.8. Manpower planning. 3.9. Overheads requirement. 3.10. Location plan. 3.11. Business and operations hours. 3.12. License & permits. 3.13. Operation budget. 3.14. Implementation schedule.	40 40 41 42 – 43 44 44 – 45 45 – 46 46 47 47 48 48 48 49

4.	Organizational/Administrative plan:-	
	4.1. Introduction to administration plan.	50
	4.2. Organizational mission, vision & objectives.	50 – 51
	4.3. Organizational structure.	51 – 52
	4.4. Administration personnel.	53
	4.5. Schedule of tasks and responsibilities.	53 – 54
	4.6. Schedule of remuneration.	55
	4.7. Office furniture & fittings.	56
	4.8. Organizational/administration budget.	57
5.	Financial plan:-	
	5.1. Introduction.	58
	5.2. Financial Objective.	58
	5.3. Financial Strategies	58
	5.4. Importance of Financial Plan	59
	5.5. Step in Financial Plan	59
	5.6. Project Implementation Cost & Source of Financial.	60
	5.7. Pro forma cash flow statement	60
	5.8. Pro forma income statement	61
	5.9. Pro forma balance sheet	62
	5.10. Financial Analysis	63
	5.11. Financial Ratio	64
	5.12. Budget	
	5.12.1. Administration Budget	65
	5.12.2. Marketing Budget	65
	5.12.3. Operation Budget	66
	5.13. Depreciation Schedule	66 – 67
	5.14. Loan Repayment Schedule	68
	5.15. Sales and Purchases Projection	
6.	Appendixes.	69 - 75

EXECUTIVE SUMMARY

Veil Lady Berhad is a new company that is operated in Malaysia. This company are managed by “Bumiputera” people. The company’s name is created by one of our partnerships members. Customer will easily remember and pronounce our company’s name and will have in mind on what our products would be look like.

As for our business, our targets is only for female. We are providing two kinds of scarves which are “Shawl & Bawal” for women, teenagers and kids are included. Nowadays, with the changing of environment that keeps moving forwards to achieved modernization in 2020. Female especially Muslim have been troubled on how to keeps looking good in front of the public every time and anywhere. So, to overcome the problem, we provided a scarves which we buy from suppliers, put a logo on it and then we decorated it with beads and other accessory.

We starting the business with the loan of RM 30,000 and the partners contributing RM 6,000. We have six workers whose are general manager, secretary, administration manager, operation manager and financial manager.

PURPOSE

This business plan is prepared because to convince venture capitalist, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that VeilLady will get the financing it needs in order to start its business. The loan is crucial in order to start business, so the presentation of this business plan is vital to gain confident of the bank.

VeilLady has asked from Maybank for a loan up to RM30,000 so that it can build itself in this business. The member of VeilLady has agreed to contribute RM6,000, whereby the capital from each member.

The financing will be used to purchase a startup assets like product equipments and tools, furniture, store front and artwork, advertising, and many more. We can get all this items from our trusted suppliers, and they have agreed to provide with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. VeilLady has all the ingredients to be one of the best in the business. We have set out our entire target in order to be succesful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

VeilLady will fully utilize all the assets so that it can make maximize the profit. The profit that the company gets will be use to pay the loan that it given. VeilLady is completely confident that it will be able to pay the loan back including the interest payment in the loan given.