



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

AML104A4

UAICHI SCARF

PREPARED FOR: MISS FARIDAH MOHD SYAH

HASRINAH BINTI KIRAM	2012266152
NURHAIN BINTI AWANG	2012681112
SHILLA WATI BINTI TARIJIN	2012610822
SITI ZULAIKA BINTI BANDAR	2012993754
UMI NADIA NATASYA BINTI MARJUTI	2012817864

NOVEMBER 2013 - APRIL 2014

CONTENT	PAGES
1.0 INTRODUCTION	
1.1 Executive Summary	1
1.2 Introduction	2
1.3 Business Logo and Description	2
1.4 Purpose of Business Plan	3
1.5 Company / Business Background	4
1.6 Shareholder' / Partners / Owners' Background	5 – 13
1.7 Business Location	14 – 15
2.0 ADMINISTRATIVE PLAN	
2.1 Introduction	16
2.2 Business Vision, Mission and Objectives	16 – 17
2.3 Organizational Chart	17 – 18
2.4 List of Administrative Personnel	19
2.5 Partnership Contribution	19
2.6 Schedule of Task And Responsibilities	20 – 21
2.6.1 Job Description	22 – 23
2.6.2 Employee Intensive Scheme	24
2.7 Schedule of Remuneration	25
2.8 List of Office Equipment and Supplies	26
2.9 Administrative Budget	27
3.0 MARKETING PLAN	
3.1 Introduction	28 – 29
3.2 Profile of Product / Service	29 – 32
3.3 Target Market	33
3.4 Market Size	34
3.5 Competition	34
3.5.1 Competitors List	35
3.5.2 UAICHI scarf analysis	35
3.6 Market Share	36
3.6.1 Market Share Before	36
3.6.2 Market Share after the Entry Uaichi Scarf	36
3.7 Sales Forecast	37 – 53
3.8 Marketing Strategies	54

3.8.1	Product Strategy	54
3.8.2	Pricing Strategy	54
3.8.3	Place / Distribution Strategy	55
3.8.4	Promotion Strategy	55
3.9	Marketing Budget	56
4.0	OPERATIONAL PLAN	
4.1	Introduction	57 – 58
4.2	Process Planning	59 – 62
4.3	Operational Layout	62 – 64
4.4	Production Planning	64
4.5	Material Planning	65
4.6	Machines and Equipment Planning	65
4.7	Manpower Planning	65
4.8	Overheads Requirements	66
4.9	Location Plan	67
4.10	Business and Operations Hours	68
4.11	License, Permits and Regulations Requirements	68
4.12	Operation Budget	69
4.13	Implementation Schedule	69
5.0	FINANCIAL PLAN	
5.1	Introduction	70 – 74
5.2	Project Implementation Cost	75 – 79
5.3	Source of Financing	79
5.4	Administrative, Marketing, and Operational Budget	80 – 81
5.5	Table of Depreciation	82 – 83
5.6	Loan and Hire Purchase Amortization Schedule	83
5.7	Pro Forma Cash Flow Statement	84
5.8	Pro Forma Income Statement	85
5.9	Pro Forma Balance Sheet	86
5.10	Financial Analysis	87
5.11	Graphs	88 – 96
6.0	Conclusion	97
7.0	Appendices	98

1.0 INTRODUCTION

1.1 Executive Summary

Our business, Uaichi Scarf is a Partnership Company which registered to produce based on a woman product. This business was planned and will be starting in the early January 2015, with our starting workers by us only five people as well as the main leader of this company.

Our business will be located at Sulaman Centraland production shop also there. This location is chosen due to the strategic place where it near with housing park, walking places, shop and restaurant as well as universities. Not only that, our shop also easy for customer to come because it besides with roadway and also parking lot. The recruitment process will be done by using advertisement or referral and it will be implemented for 3 months before starting the business.

Our business will applied relationship marketing towards our partners, workers, potential prospect, customer as well as our supplier. Our business will focused mainly on the relationship with them respectively to maintain good long-term relationship and simultaneously selling our product altogether.

Our vision is to become one of successful scarf seller in Sabah in order to make our customer feel comfortable in using our product in their daily life.

1.2 Introduction

Nowadays, woman like with fashion based on the trend in fashion world. So, we as one of the producer who produce scarf or hijab will follow the development and demand of customer in the market. Thus, we will choose the best fabric which is depends on the quality of itself for our collection. Besides that, the types of fabric that have high demand in the market such as chiffon, Lycra and also turban fabric.

Not only that, we choose the best fabric that have a good quality because it has a special features which is easy to wear and used it as well as wash it. Moreover, the design of that fabric looks exclusive, beautiful and with variety of colour. Furthermore, it is also make customer feel comfortable while using it because it soft and long lasting to used.

Therefore, in choosing fabric is very important to us which is to get the high quality and make our customer feel satisfy and believe with our product.

1.3 Business Logo and Description



Company's name which is Uaichi is the combination of the membership partner. White represents commitment and determination of Uaichi scarf's members in fulfilling and satisfying the best services and good quality product. The background of flowers is a symbolic of the woman nowadays. The colourful of the flowers represents the happiness that the woman feel when wearing Hijab.