



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

MANUFACTURED BY:

TRAVELSASSY HOLDINGS

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**TRAVELSASSY**

TRAVEL.WITH.COMFORT

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## TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	4
COVER LETTER	5 - 6
PARTNERSHIP AGREEMENT	7 - 9
CHAPTER I INTRODUCTION	
• Executive Summary	11 - 12
• Introduction	13 - 15
• Purposes of Business Plan	16
• Background Company	17 - 24
• Profile Partners	25 - 28
• Background of the Proposed Business	29 - 35
CHAPTER II ADMINISTRATION PLAN	
• Vision, Mission & Objective	37
• Organization Chart	38
• List of Administration Personnel	39
• Schedule of Task & Responsibilities of Employees	40 - 41
• Remuneration Plan	42
• List of Office Furniture and Fittings	43 - 46
• Administration Budget	47
CHAPTER III MARKETING PLAN	
• Description Product	49 - 50
• Marketing Segmentation	51 - 52
• Market Size	53
• Competitors	54
• Market Share	55 - 56
• Sale Forecast	57 - 58
• Marketing Strategy	59 - 62
• Marketing Budget	63
CHAPTER IV OPERATION PLAN	
• Introduction	65

<ul style="list-style-type: none"> <li>• Business &amp; Operation Hours</li> <li>• Operational Process</li> <li>• Operation Layout</li> <li>• Production Planning</li> <li>• Material Planning</li> <li>• Machine &amp; Equipment Planning</li> <li>• Overhead Requirement</li> <li>• Operating Personnel</li> <li>• Location Plan</li> <li>• Licenses, Permits &amp; Regulations</li> <li>• Operation Budget</li> </ul>	<p>66</p> <p>67 - 69</p> <p>70</p> <p>71</p> <p>72</p> <p>73</p> <p>73</p> <p>74</p> <p>75 – 77</p> <p>78 – 80</p> <p>80</p>
<p>CHAPTER V FINANCIAL PLAN</p> <ul style="list-style-type: none"> <li>• Administration Budget</li> <li>• Marketing Budget</li> <li>• Operation Budget</li> <li>• Income Statement</li> <li>• Balance Sheet</li> <li>• Cash Flow Statement</li> <li>• Liquidity Ratio</li> <li>• Efficiency Ratio</li> <li>• Profitability Ratio</li> <li>• Solvency Ratio</li> <li>• Financial Report</li> <li>• Start- Up Information</li> <li>• Sources of Start- Up Financing</li> </ul>	<p>84</p> <p>85</p> <p>86</p> <p>87</p> <p>88</p> <p>89</p> <p>90</p> <p>90</p> <p>91</p> <p>92</p> <p>93 – 94</p> <p>95</p> <p>95</p>
<p>CONCLUSION</p>	<p>97</p>
<p>APPENDICES</p>	<p>99 - 117</p>

## 1.0 EXECUTIVE SUMMARY

The name of our business is TRAVELSASSY HOLDINGS and the name of our product is άνεση TRAVEL BAG. άνεση are derived from Greek language and it means comfort. To give comfort for our customer are the main purpose of our product so that they can enjoy their long journey peacefully and calm.

άνεση TRAVEL BAG company provide three items in one packaging include blanket, neck pillow and eye mask. Based on our observation, majority other company just provide two items in one packaging which is pillow with blanket and blanket with bag. We make some improvise by adding eye mask in the packaging. This is the first product that come out with three items on one packaging. We sell the product with RM70. It is reasonable and affordable price so that the customer was afforded to buy it.

As we don't have a shop to sell our product, we choose two shop as our vendor. The first vendor is Tumi Shop located at Kuala Lumpur International Airport (KLIA2). The shop address is Gateway @ KLIA2, Lot L2-135, Jalan KLIA 2/1, Terminal KLIA, 64000, Sepang. The location was strategic because at the left shop there are Luggage Storage Shop and at the right there are shop that will open soon. It is located near Jaya Grocer. In front of the shop, there are Hometown Hainan Coffee. The second vendor is Daiso located at Setia City Mall. The address is Setia City Mall, 7, Persiaran Setia Dagang Bandar Setia Alam Seksyen U13, 40170 Shah Alam Selangor Darul Ehsan, Malaysia. We choose this vendor because of we see the vendor have a potential to grow up our product so that a lot of people will know it.

The online shopping was provided to ease the customer get our product. The online shopping was provided to customer if they don't have enough time to go store. Besides that, it is because of we just only have two vendors which is Tumi Shop located at Kuala Lumpur International Airport 2 (KLIA2) and Daiso located at Setia City Mall. So, it will hard for customer to get our product. Without of online shopping, it will give trouble to customer and waste their time to go store. Other than that, online shopping was give benefits to customers from other state such as Pahang, Perak and Terengganu to get our product as we just have vendor at Selangor.

The business plan was important to grow up our business and to achieve the vision, mission and objective of company. The objective of our company is to give comfort to the

travellers during their journey, to give the best services to attract the customers and fulfil customers satisfaction, provide the high quality product at affordable price and helps reduce neck and shoulder pain of customers. The vision of this company is to be one of the best companies who produce a unique and useful travel bag in Malaysia and make a various travel accessory such as travel tools, toiletries bags and make up bags. While the mission of the company is increase profits every month and open our own booths at KLIA and mall within 5 years.

This business plan also explained the marketing plan that been used to introduce the product to the customer. Our target market is for traveller, steward and stewardess and office workers. One of the marketing strategies that had used by our company is promotion strategy. Sales promotion are provided to promote our product. To promote our product, provide 3% of discount if the customers buying RM 210 and above during opening days special for the first 50 people only. Other than that, during school holidays and also Christmas, we provided sales promotion for 20% every year. We also give free shipping and also free delivery for every purchase during certain occasion such as, Malaysia Day and Independence Day every year.

Operational plan is a set of planning on how a business will be conducted especially in production aspect. Operations plan will demonstrate the operational aspect of business that is crucial in transforming the business input into output. The objective of operational plan is to ensure the business is able to produce a product that the business had plan in the marketing plan. TravelSassy Holdings was operating for 8 hours from 8.00 a.m. to 4.00 p.m. every day include one hours break on Sunday to Thursday and 2 hour of break time on Friday. Our company gives “off day” to workers on Saturday. For the offline business time, since our products will be sent to two vendors, the business time would be follow the business time of the vendors which run for 12 hours starting from 10.00 a.m. to 10.00 p.m. while for the online business time, our website will be opened for 24 hours including maintenance for 1 hours which start from 1.00 a.m. to 2.00 a.m.

The financial plan is important because of it will help you to determine financial goal and guide you to balance the business financial. The financial plan is include administration budget, marketing budget, operation budget, balanced sheet, income statement, cash flow statement, financial analysis, financial report, start- up information and sources of start-up financing.