



UNIVERSITI TEKNOLOGI MARA
KAMPUS NEGERI SABAH

BASIC ENTREPRENEURSHIP
ETR 300

KRAFTANGAN ORANGKITA

PREPARED BY:

HELJONY BIN MORUDIN	2008205244
KHAIRUNNISA FATIN BINTI AG MUHAIDIN	2008205222
AMIMAH SALAMAT	2008205204
NORA LINGAH	2008293968
MERILYN JAMUDIN	2008293966

APRIL 2011

LIST OF CONTENT

<u>TITLE</u>	<u>PAGE</u>
Letter of submission	1
Acknowledgement	2
1.0 Introduction	3
1.1 Purposes of Business Plan	4
1.2 Partnership Background	5-6
1.3 Partners' Background	7-13
1.4 Partnership agreement	14-17
ADMINISTRATION PLAN	18
2.1 Introduction	19
2.2 Partnership Vision, Mission and Objectives	20
2.2.1 Business vision	20
2.2.2 Business mission	20
2.2.3 Business objectives	21
2.3 Company Name and LOGO	22
2.4 Building Location	23
2.5 Building Infrastructure	24-25

LIST OF TABLES

<u>CONTENT</u>	<u>PAGE</u>
Table 1.1 list of administration personnel	29
Table 1.2 Working Hour	29
Table 1.3 Schedule of task and responsibilities	30-31
Table 1.4 schedule of remuneration	33
Table 1.5 Office Equipment	34
Table 1.6 Furniture and Fittings	34
Table 1.7 Renovation	35
Table 1.8 Contribution of Partner	36
Table 1.9 Administration Budget	37
Table 2.1 Product List	41-42
Table 2.2 Competitor Strength and Weaknesses	46
Table 2.3 Market Share before KrafTangan OrangKita enter	49
Table 2.4 Market Share after KrafTangan OrangKita enter	50
Table 2.5 Sales Forecast for Year1	52
Table 2.6 Sales Forecast for 3year	53
Table 2.7 Price List for Each Product	55
Table 2.8 Marketing Budget	61



1.0 Introduction

The name of our partnership business is KrafTangan OrangKita. Our business manufactures our own product which is handcraft made from newspaper. There are various types of products that we manufacture such as vase, basket and many more. Nowadays, people interests are toward these kinds of product which is environmental friendly. Therefore, we are trying to introduce this environmental product to Sabah and Brunei. We are quite sure that the demand of this product will be increasing from time to time.

Our target customers are people around Keningau, Sabah. This is because we are in an introduction stage of business. We don't want to target the whole Sabah for the first year we started our business since our product is still unknown to the most of sabahan. We may expand our business around Sabah years from now after the testing period in Keningau

We have several choices to locate our business such as Kudat, Tawau or Kota Kinabalu where the target market is higher but since we just open the business and we are in a process of reducing the cost, our business will be operating in Keningau. It is because to buy or to rent a land and building is a cost for us either in short term or long term period, so we will be setting up our manufacturing as well as our store-building in Keningau since one of our partners is willing to contribute land and building owned by her located in Keningau.

We are willing to expand our business to other places since these businesses have a potential to being expanded and diversified. The future prospect of our business is to increase second year sales by 25% and third year sales 70%. In viewing our business potential, we believe that this product have high potential to success in future since our product is environmental friendly and it is safety.



1.1 PURPOSE OF THE BUSINESS PLAN

This business plan is prepared by KrafTangan OrangKita for the purpose of:

- a) To manufacture a product from re-cycle newspaper.
- b) To introduce this product to the market.
- c) As a guideline in managing the business or the proposed venture.
- d) To evaluate the ability of this business whether it is able to compete with other competitors.
- e) To add the number of the Bumiputera involvement as an entrepreneur for being involve in this business.
- f) As a partial fulfillment for the requirements of the ETR 300 subject.