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(FUNDAMENTAL OF ENTREPRENEURSHIP)

BUSINESS PLAN REPORT



KEDAI MIZAN SDN BHD

PREPARED BY:

NAME : NUR ANIS AZYAN BINTI YAHAYA

MATRICS NO : 2018268742

GROUP : AS1145C2

SUPERVISED BY:

DR ASIAH ALI

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful.

Alhamdulillah, first and foremost all thanks to Allah, with His permission, this assignment is fully finished. I am very thankful that during the period of doing this assignment I was given with health and strongness to finish this assignment. Throughout the process of finishing this assignment, I have gone through a few problems that I can learn and apply in the future.

Firstly, I want to thank Madam Asiah binti Ali as the lecturer responsible to teach us this subject, ENT300, Fundamental of Entrepreneurship, for our last semester. She had helped a lot by guiding and correcting us through the process of finishing this assignment so that we can get the best outcome. She also gives us vital tips and advices during the process of finalizing our project. Not to forget, I am very thankful for my family. They have given full supports when I was anxious during the process of completing this business plan and always by myside to help me with my assignment. No word can describe how thankful I am for that.

Wrapping up this assignment, I learned of how to be an entrepreneur at the very basic level and am very amazed at how they can manage their work. The experience during assignment completing process will never be forgotten, of how a mere mistake can make a big impact to something. This is a lesson learned that will be very useful for life so that before making a decision or talk about something to think thoroughly. This can be seen when makin financial plan for this business plan that also has relationship with administrative plan, marketing plan and operational plan.

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Executive summary

Kedai Mizan SDN BHD is a company build with one main business, tailoring and many other service under it. The services includes printing and photo copy, sewing necessities and clothes altering. This company fulfill the needs to those who is in need with affordable prices of the product and services. The main goal of this company establishment is solely to help the neighborhood. This company foundation by a family of five that lives in a village that lack of these services and have a high need of tailoring necessities. Ms Nur Anis Azyan, the firs child become the lead manager together with the mother, Mrs Hamizan, as the Marketing manager. For the operational manager has become the responsibility for, the father, Mr Yahaya. The responsibility as a Financial Manager is bore by the second child, Sr Muhammad Haris Imran and lastly, the youngest child, Ms Nur Aina Liyana become the Administrative manager. So it is safe to say that this company share partner is exclusively only the family member. Our premise is located at No. 50, Kampung Tembak A, 09300 Kuala Ketil, Kedah.

Our main objective to open this business is to help our neighborhood by providing services that are too expensive and that too far from our places. We luckily found a business unit to be rent and immediately contact the owner. It is very fortunate that we have an advantage by knowing our village people so the rental process is easier. Our target market for tailoring and altering clothes are female Malays. For printing and photocopy, we target mostly students and family man. Our strategy mainly focusing on our low prices and wages with premium quality of product. Our very special strategy is during before the school opening period, usually in December. We buy the whole roll of fabrics which to ease the people. We are also thriving to open our branches in other places that have similar case with ours. We intend to help and help we do. We do not want to take advantage of people who are in need.

We have quite a stable financial to start this business as we have already owned most of the fixed asset and they are quite pricey, sewing machines which divided into three main types. We do not have to make a loan as we have been saving to open this business years ago. Each of our family member also contribute in the budget that all of our money are enough to accommodate the expenses in the process of opening our shop.