

BP-AS1205D



**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS REPORT**

**REPertoire**

**PREPARED BY:**

**FACULTY & PROGRAMME:** Applied Sciences – AS120

**SEMESTER:** 5D

**GROUP MEMBERS:**

<b>NAME</b>	<b>STUDENT ID</b>
NUR A'INAA IZZATI BINTI NAZARIHAN	2017802454
MOHD SHAFIQ AIMA BIN JAMEL	2017641888
KHUHAIMY BIN PATHE	2017641692

**PREPARED FOR**

**DR. SITI MARDINAH BINTI ABDUL HAMID**

**SUBMISSION DATE**

**13<sup>TH</sup> DECEMBER 2019**

## TABLE OF CONTENTS

CONTENTS	PAGE
Executive Summary	1
Introduction to Business Plan	2
Administrative Plan	10
Marketing Plan	23
Operational Plan	37
Financial Plan	55
Conclusion	<del>86</del> 83
Appendices	<del>87</del> 7

## 1.1 EXECUTIVE SUMMARY

Repertoire is the name that has been chosen by one of the partners in the company. Repertoire, by definition, means a stock of plays, dances, or items that a company or a performer knows or is prepared to perform. In daily life, we are constantly completing mundane daily tasks. We try to take these mundanities to the next level by providing quirky and fun everyday items, thus performing a performance for our audience to entertain them. The concept of having a merged art class with a stationery store is something relatively new in Kuching, which is one of the reasons why this business was chosen. Apart from offering art classes, our business also provides a membership program with a lifetime fee of RM10 and special discounts.

Our location of business will be located at Galacity, Kuching. The reason for this place was it is right in the city centre, thus considered a strategic place for people from all walks of life to come to our store. We do not discriminate and cater to only one type of customer. Our business is formed based on partnership, and we have agreed to appoint each of the partners as stated below:

<b>Name</b>	<b>Designation</b>
Nur A'inaa Izzati binti Nazarihan	General Manager/Operational Manager
Mohd Shafiq Aima bin Jamel	Financial Manager/Marketing Manager
Khuhaimy bin Pathe	Administration Manager

## 1.2 PURPOSE OF THE BUSINESS PLAN

**1) To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.**

By having a business plan, the entrepreneur has solid and well-grounded information to supplement the planning and decision-making process. Thus, the entrepreneur has a more realistic and practical business plan.

**2) To analyse and evaluate the viability of a proposed venture.**

A business plan can be used as a source of determining the capability of a proposed business project. The information gathering and analysis that is done as part of preparing the business plan can give early indications to the capability of a project. Therefore, the entrepreneur can make a better judgement before investing in the proposed project.



## **2.1 INTRODUCTION TO THE ORGANIZATION**

### **2.1.1 Vision**

To become the top share market holder of stationary store in Kuching for the next 5 years.

### **2.1.2 Mission**

To become the customer's top visiting stationary store.

### **2.1.3 Objectives**

1. Become the main supplier of stationary items in Kuching
2. To promote arts among the younger generations.
3. Become customer's top choice in visiting stationary items.

### **2.1.4 Motto**

Earth without art, is just "eh".

### **2.1.5 Logo and Description**



**"Repertoire"** - means a stock of plays, dances, or items that a company or a performer knows or is prepared to perform. This is a metaphor for our customers who perform everyday tasks, however we make them extraordinary for our customers.

**Pencil** – the essential of all arts and stationeries. A pencil is the first step towards becoming a great artist.