



FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN



COTTON.ST ENTERPISE

NO 114 JALAN SIA HER YAM,

KAMPUNG ABDULLAH

85000 SEGAMAT, JOHOR

FACULTY OF COMPUTER SCIENCES AND MATHEMATICS

DIPLOMA IN MATHEMATICAL SCIENCE

JCS1435B

GROUP MEMBERS

- | | |
|---|-------------------|
| 1. NUR HAZWANI BINTI MOHAMMAD SANI | 2016681798 |
| 2. NUR KHALISA BINTI NAZAR | 2016676478 |
| 3. MUHAMMAD FAIZAL BIN KHAIRUL AZNAN | 2016679464 |
| 4. SITI NUR KAIYISAH BINTI ROSLAN | 2016626596 |

PREPARED FOR

MADAM WAN HASLIN AZIAH BINTI WAN HASSAN

SUBMISSION DATE

29th NOVEMBER 2018

CONTENTS

SUBMISSION LETTER	4
ACKNOWLEDGEMENT	6
EXECUTIVE SUMMARY	7
1.0 INTRODUCTION	8
2.0 PURPOSE	9
3.0 BUSINESS BACKGROUND	10
4.0 PARTNERS BACKGROUND	11
5.0 PARTNERSHIP AGREEMENT	15
6.0 LOCATION OF BUSINESS	18
7.0 ADMINISTRATION PLAN	19
7.1 Introduction	20
7.2 Objectives	21
7.3 Organization Vision and Mission	22
7.4 Organizational strategy	23
7.5 Organization Chart	24
7.6 List of administrative personnel	25
7.7 Manpower Planning	26
7.8 Office layout	29
7.9 List of furnitures	31
7.10 List of office equipment	33
7.11 List of other expenditures	39
7.12 List of pre-operation	41
7.13 Location	44
7.14 Administration Budget	45
8.0 MARKETING PLAN	46
8.1 Introduction	47
8.2 Objectives	48
8.3 Product/Service Description	49
8.4 Target Market	51
8.5 Market trend and market size	53

SUBMISSION LETTER

MUHAMMAD FAIZAL BIN KHAIRUL AZNAN

DIPLOMA IN MATHEMATICAL SCIENCE

UITM JOHOR SEGAMAT CAMPUS

WAN HASLIN AZIAH BINTI WAN HASSAN

LECTURER OF FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300),

MARA UNIVERSITY OF TECHNOLOGY,

SEGAMAT CAMPUS,

JOHOR DARUL TAKZIM.

29 November 2018

Dear Madam,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, Cotton.ST Enterprise would like to submit our business plan for your analysis, evaluation and references. Cotton.ST Enterprise business partners and the site address are as mentioned below :-

2. Details of the partners are as follow :-

NUR HAZWANI BINTI MOHAMMAD SANI (2016681798)

NUR KHALISA BINTI NAZAR (2016676478)

MUHAMMAD FAIZAL BIN KHAIRUL AZNAN (2016679464)

SITI NUR KAIYISAH BINTI ROSLAN (2016626596)

3. Our business is located at 114 Jalan Sie Her Yam, Kampung Abdullah, 85000 Segamat Johor.

4. We hope that our business plan will satisfy your requirement for our subject Fundamentals of Entrepreneurship (ENT300). We also hope that our business will give huge benefits to those who are interested in doing the same business venture. Thank you.

Yours faithfully,



(MUHAMMAD FAIZAL BIN KHAIRUL AZNAN)

(GENERAL MANAGER OF COTTON.ST ENTERPRISE)

EXECUTIVE SUMMARY

This business is based on partnership that made up of four members. Two member holds two positions respectively, one with General Manager and Administrative Manager while the other one is Marketing Manager. The third member holds the Operational Manager position and the fourth member is the Financial Manager.

After doing a research on the business opportunities available in Segamat, Johor, we decided to specify our business to sell tote bag. Our partnership business will be known as Cotton.ST Enterprise. Our company is a business that sells 4-in-1 tote bag for our customers. It is a unique creation which they would be able to enjoy and use 4 different designs of tote bag in 1.

Cotton.ST Enterprise was registered in the first of September 2018 and our vision is 'A speck of art for your day' which means that we would like to spread art and creativity in our daily uses.

Based on the objective above, we ventured into selling tote bag because it has the potential of being profitable business if we do it efficiently and effectively. Our business is located in Segamat because we believe that most people in Segamat could be our target market based on the population and lifestyle.

We hope that our business will become more successful in the future as we will give our best in making this business worked. We also hope that our business grows bigger and we will have more branches across Malaysia so it can be more stable in the long run.