



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى رَسُوْلِكَ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

ENTREPRENEURSHIP (ENT 300)

'B-FRESH SDN BHD'

PREPARED FOR:

MISS ROSMAH

PREPARED BY:

Muhammad Akmal Hilman bin Mhd Tahir (2011296506)

Syarifuddin Arif bin Sulaiman (2011808882)

Nurul Farhana binti Fadzli (2011287496)

Nurin Nazihah binti Ahmad Khir (2011416852)

Diploma in Quantitative Science,
MARA University of Technology,
Johore Branch, Segamat Campus,
85009 Segamat,
Johor Darul Takzim

Miss Rosmah binti Abdul Ghani @ Ismail

Lecturer of ENT300,
MARA University of Technology,
Johore Branch, Segamat Campus,
Johor Darul Takzim

7th JULY 2013

Miss,

Submission of Business Plan Proposal (ENT300)

According to the subject stated above, we would like to submit the proposal of our final ENT300 project.

2. This business plan was completed based on the guidelines and requirements that have been provided. Business plan was build up as a guide and prototype for a business purposed deal which covers the top management such as general manager followed by the administration, marketing, operation and financial aspects.

3. We hope that our business plan that we have recommended does meet your obligations. If there is any error or lack in any part are fully depend on us. We appreciate for every comments or corrections in this report as it will help us to improvise our performance in every task given.

4. We would like to say thank you for your guidance and for the time that you have spent with us. With all efforts that we have put in together, we hope that you will approve and agree with our business plan. Lastly, with the cooperation among all of us may enhance a good collaboration and give good results.

Yours sincerely,

Akmal Hilman

(Muhammad Akmal Hilman bin Mhd Tahir)

General Manager & Administrative Manager,

B-Fresh Sdn. Bhd.



CONTENT

CONTAIN	PAGE NUMBER
1.0 INTRODUCTION	1
• 1.1 Purpose of Business Planning	2
• 1.2 Objective of business	3
• 1.3 Vision, mission	3
• 1.4 Company logo	4
• 1.5 Company/ business background	5
• 1.6 Shareholders/ Partners/ Owner background	6
• 1.7 Location of the business	10
• 1.8 Partnership Agreement	11
2.0 ADMINISTRATION PLAN	
• 2.1 Introduction	16
• 2.2 Objective of administration plan	17
• 2.3 Organisational chart	18
• 2.4 List of administrative personnel/ Manpower planning	19
• 2.5 Schedule of task and responsibilities	20
• 2.6 Schedule of remuneration	22
• 2.7 List of office equipment and supplier	23
• 2.8 Administration budget	28
3.0 MARKETING PLAN	
• 3.1 Introduction	29
• 3.2 Objective of marketing plan	30
• 3.3 Product or services description	31
• 3.4 Target market	32
• 3.5 Market size	33
• 3.6 Competitors	35

1.0 INTRODUCTION

B- Fresh Sdn. Bhd. is a venture business that focusing on the cleanliness of the nature and environment. We started as a small business-oriented enterprise in aroma care and insect control from 2007. We set our goals to develop clean environment and human friendly products made from natural raw materials which are good rather than harmful to both human body and the environment, but conversely our products are natural killer to harmful insects and microorganisms.

This plan establishes a manufacturing of fumigation that provides services as well as supply goods to customers. B-Fresh Sdn. Bhd. is located in the industrial cities in Selangor. This company will be commencing on 2015.

The purpose of selecting this kind of business is to create a nature friendly product which gives no harmful to the users and it is a non-chemical product. The future prospect is to reduce and remove germs and microorganisms in the air as well as to make sure that everyone will get fresh air which is important to the body system.

