



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEUSHIP

BUSINESS PLAN

RE-COLLECTION COMPANY

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SEPTEMBER 2016

<u>TITLE</u>	PAGE
EXECUTIVE SUMMARY	1
ACKNOWLEDGEMENT	2
INTRODUCTION	3
COMPANY BACKGROUND	4
PARTNER BACKGROUND	5 - 10
PARTNERSHIP AGREEMENT	11 - 12
PARTNERSHIP AUTHORIZED SIGNATURED	13
<u>2.0 ADMINISTRATION PLAN</u>	14
2.1 . BUSINESS VISSION, MISSION AND OBJECTIVE	15
2.2 . ORGANIZATION STRUCTURE	16
2.3 . ADMINISTRATION PERSONNEL	17
2.4. SCHEDULE OF TASK AND RESPONSIBILITIES.	18 - 19
2.5. SCHEDULE REMUNERATION	20
2.6. OFFICE FURNITURE AND SETTING	21 - 23
2.7. ADMINISTRATION BUDGER	24
<u>3.0 MARKETINF PLAN</u>	25
3.1.MARKETINGOBJECTIVE, PROFITOBJECTIVE,PRODUCTOBJECTIVE	26 - 28
3.2. BUSINESS DESCRIPTION	29
3.3. TARGET MARKET	30
3.4 . SITUATIONAL ANALYSIS	31
3.5 MARKET SIZE	32
3.6. MARKET SHARE	33
3.7. SALES FORECAST	34 - 35
3.8. MARKET STRATEGY	36 - 40
3.9. MARKET PERSONNEL	41
3.10. MARKET BUDGET	42

<u>4.0 OPERATIONAL PLAN</u>	44
4.1. OPERATIONAL OBJECTIVE	45
4.2. PROCESS PLANNING	45 - 48
4.3. OPERATIONAL LAYOUT	49 - 51
4.4. MATERIAL PLANNING	52 - 53
4.5. MACHINE AND EQUIPMENT PLANNING	54 - 57
4.6. MANPOWER PLANNING	58 - 59
4.7. OVERHEAD REQUIREMENT	60
4.8. LOCATION PLANNING.	60 - 61
4.9. BUSINESS OPERATION PLAN	62
4.10 LICENCES AND PERMIT	63 -64
4.11 OPERATION BUDGET	65
4.12 IMPLEMENTATION SCHEDULE	66
<u>5.0 FINANCIAL PLAN</u>	67
5.1. FINANCIAL RSPONSIBILITIES	68
5.2 FINANCIAL PLAN OBJECTIVE	68
5.3. PURPOSE OF FINANCIAL PLANNING	69
5.4 IMPORTANT OF FINANCIAL	69
5.5 FINANCIAL STRATEGIC	69

EXECUTIVE SUMMARY

The name of our company is RE-COLLECTION. RE-COLLECTION is a business that provides product to the customer. Our product is more to accessories. Our company was located at Oceanus Waterfront mall Kota Kinabalu.

The future prospects of our business are people around Sabah and at the same time we focused more to teenagers and children. Other than that, we also focus on tourists that come to Sabah. This is because the place that we choose is a strategic location seems that our location is in the Oceanus Waterfront complex mall so it can attract local people and tourists since they like go to Complex mall rather than go to small shop.in addition, the place that we choose is near with the beach. Hence, it's like an opportunity to us because we can attract a lot of people at the beach to buy our accessories. Besides that, there are a lot of teenager and children especially female which interested to the accessories to fulfill their desire in lifestyle. Our target toward this business is to achieve the high profit and become a successful business at future.

In order to make this project, we are providing RM50 400.00 as our capital to start the business. We expected to start our business on 1 July 2017.

INTRODUCTION

The name of our business is Re-collection. We purposely choose Re-collection as the name of our company because we have a high interest in make accessories using concept of 3R which are reuse, reduce, and recycle to be sold in the market. The nature of our business is based on accessories that having a lot of designs. Since our business main product is bracelet that have 3R concept (reuse, reduce, recycle), we have use a bottle and other used materials as our main materials to make the bracelet.

Our business will be located at Oceanus Waterfront mall. We have found this area is very suitable with our business seems that this place was located in the strategic place where there is a lot of people and tourists went to Oceanus Complex mall and beach near to our location. The place for our business that we have selected can easily noticed and seen by people whereby as mention in our target market, It is close to social entertainments which there are a lot of working people, college students, tourists and university students that spend their time to go this complex mall to release their tension.

Re- collection is a place that people can get a nice, beautiful, and cheap price of accessories below RM10 such as bracelet, ring in which we make the products based on 3R concept. We have provided a lot of designs in our accessories.

The purpose in build this business is to provide accessories based on 3R concept. Indirectly, it will help in controlling our environment because we will use used materials like bottle to make our product. Last but not least, we want to make sure that the people are having satisfied with our product.