



اَوْنِوَرَسِيْتِي تِكْنُوْلُوْجِي مَرَا

UNIVERSITI TEKNOLOGI MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT**

PRINCIPLE OF ENTREPRENEURSHIP

(ENT530)

BUSINESS PLAN



Wafa SDN. BHD

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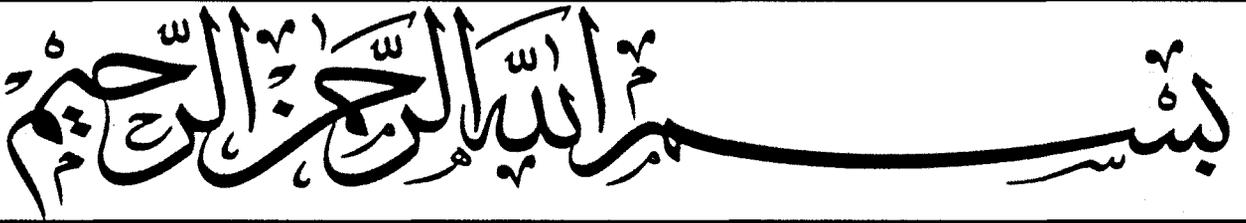
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ACKNOWLEDGEMENT



In the name of ALLAH, the Most Compassionate, the Most Merciful.

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1.0 INTRODUCTION

1.1 Name of the Company

WAFA SDN. BHD

1.2 Nature of the Business

Charity application which is “**My Donation**”

1.3 Industry Profile

By referring to our product motto, the concept is towards helping others who are in needs; our company had decided to produce an application which is able to help people in terms of financial aids, health, society volunteerism, and clothes. We provide an online medium by preparing sources of place for giving and asking assistance. It is our motto that technology will always strive for a better future. With our new application which can be downloaded through *Android playstore*, *Apple store*, people can voice out their daily difficulties and also can help others who are in needs. This product is called “**My Donation**”. **My Donation** is a new charity application which aimed to help people in everyday life

1.4 Location of the Business

The location of our business is in Lorong Keluli 1a, Taman Perindustrian Bukit Raja Selatan, 40000 Shah Alam, Selangor .

1.5 Reason in Selecting the Proposed Business

We proposed this kind of business due to this reasons, which are this business can help people in troubles or people that really in need. So, this application will be the main medium to communicate with us about their troubles in term of financial, health, society volunteerism, and clothes. It also may provide become main medium for us to find any kind-hearted donors to donate and the donation will be distributed to people that really need it.

2.0 PURPOSES OF THE BUSINESS PLAN

- ✓ The subject of PRINCIPLES OF ENTREPRENEURSHIP (ENT 530) is partial fulfillment of the course studies for students in Mara University of Technology.
- ✓ It is prepared as a guideline for entrepreneurs in managing businesses much more accurately, effectively, and efficiently. Apart from that, it is also used as a means of identifying the objectives, strategies and tactics which bring benefits to the business so that it will run smoothly thus reducing the costs of operations.
- ✓ Evaluating and estimating the profitability of the business by looking at its administrative, marketing, financial, and operational aspects and strategies.
- ✓ To help and assist entrepreneur in distributing his or her sourced in much more systematic manner and to avoid wastage. By then, it gives the entrepreneur an ample and sufficient opportunity to progress and re-evaluate his or her strength and weaknesses.
- ✓ To present and demonstrate the flow and movement of the business from all of its aspects.