



UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM MANAGEMENT

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300



TWINS BABY WORLD SDN.BHD

**LOT 2 -08 2nd FLOOR,
PLAZA ALAM SENTRAL,
4000 SHAH ALAM,
SELANGOR DARUL EHSAN.**



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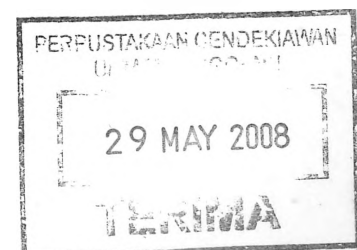
Group:

DFSM 6A

Date of Submission:

APRIL 05 2006

Unit Perkhidmatan Maklumat
Perpustakaan Cendekiawan
UiTM Terengganu



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EXECUTIVE SUMMARY

The business plan is to set up a babies shop namely Twins Baby World. It is prepared for various reasons include allowing the owner or partner to assess the business venture objectively, critically, and practically and as a guideline for day to day business operations. The proposed business named Twins Baby World is a partnership business that consists of four partners. The nature of the business including provide the baby furniture, clothes, toiletries, accessories, and others. This industry becomes a trend in business venture because it can give a good return to the owners.

Twins Baby World is situated at lot 2-08, 2nd floor, Plaza Alam Sentral, 40000, Selangor. The location of this business is strategic as it is located at the business center. The shop also suitable because it complete with infrastructure facilities such as electric, telephone, water supply and others.

For the management planning, the purpose number of man power planning are 9 include General Manager or Administrative Plan, Sales or marketing Manager, Operation Manager, Financial Manager , clerk, cashier and sales girl. The salaries that will given to each staff is included the allocation for Employees Provident Fund (EPF) and the Social Security Organization (SOCSO). The management also provided the fringe benefit to all staff based on their ability and capability also commitment in their work.

The market potential is based on target market of this business include the residences of Shah Alam Mall, PKNS Complex and others baby outlet in Plaza Alam Sentral as well as corporate business in that area. Moreover there are only several competitors in that area and the market share for Twins Baby World after entering. The market is estimate around 6.5%.

The furniture and product that required for operations of Twins Baby World are from Juvelene, Johnson and Johnson, Anakku, Pureen, Fiffy, Disney Baby, and Tollyjoy. The cost prices for all the materials required are the lowest price given by the suppliers.



Last but not least, the estimated cost to run this business is RM 145,836. From the financial planning, the cash business situation for first year is expected as positive cash balance for every month. The most important thing that had been figured out through this financial planning is Twin Baby World will get a responsive profit in return. Therefore it is estimate to gain profit for the second and third year.

CONTENTS

Chapter		Page
	Executive Summary	4
MAIN BODY OF THE BUSINESS PLAN:		
1	Introduction	6
2	Purpose Of Preparing Business Plan	9
3	Background Of The Business	11
4	Background Of Shareholder	13
5	Location Of Project	18
6	The Organization Plan	23
	6.1 Business Objective	
	6.2 Organization Chart	
	6.3 Organizational Personnel	
	6.4 Fringe Benefit	
	6.5 Job Description	
	6.6 List Of Office Furniture, Fixture, And Fittings	
	6.7 Office Lay-Out	
	6.8 Administrative Budget	
7	The Marketing Plan	33
	7.1 List of Service Offered	
	7.2 Target Market	
	7.3 Market Size	

	7.4	Competitors	
	7.5	Market Share	
	7.6	Sales Forecast	
	7.7	Marketing Strategies	
	7.8	Marketing Budget	
8		The Production/Operation Plan	46
	8.1	Flow Chart Process and Operation Process	
	8.2	Work Schedule/Operation Time	
	8.3	Output Unit	
	8.4	Material/Stock Requirement	
	8.5	Forecasted Acquisition Of Material/Stock	
	8.6	List Of Machines And Equipment	
	8.7	Operation Lay-Out	
	8.8	Operation Budget	
9		The Financial Plan	69
	9.1	Project Implementation Cost	
	9.2	Source of Financing	
	9.3	Table of depreciation	
	9.4	Loan amortization schedule	
	9.5	Hire purchase payment	
	9.6	Cash flow proforma	
	9.7	Profit and loss proforma	
	9.8	Balance sheet proforma	
10		Justification	76
11		Appendices	79