



# **ZAS FABRICS**

## **BUSINESS PLAN**

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FACULTY : BUSINESS MANAGEMENT  
PROGRAMME : HUMAN RESOURCES MANAGEMENT  
PROGRAMME CODE : BM243  
COURSE : PRINCIPLES OF ENTREPRENEURSHIP  
COURSE CODE : ENT530  
SEMESTER : 5  
GROUP : NBH6A  
GROUP MEMBERS : i) NUR SYAHIRAH BINTI SHAHRIN (2015288294)  
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SUBMITTED TO  
MDM HJH ZANARIAH BT ZAINAL ABIDIN

SUBMISSION DATE  
11 DECEMBER 2017

## **EXECUTIVE SUMMARY**

ZAS Fabrics is a partnership company which is located at Bandar Baru Bangi. Registered on 17 December 2017 and will operate on 17 February 2017. ZAS Fabrics is focused on one type of fabric which is lace. Our products are from good quality materials and sell at reasonable price.

Mission for ZAS Fabrics is make sure that our products will be known and satisfy the customer need also dedicated to consistently providing high customer satisfaction by rendering quality products with acceptable price or value relationship. We know that there are many other competitors in this industry but we will try our best in getting the customer trust and making our company well establish. We are also want to provide the highest and exclusive lace at affordable price to the customer. In the future, ZAS fabrics want to be the only company in providing the best and exclusive lace materials to the customers in Bangi

The reason for ZAS Fabrics to choose this particular business is to expand the market on lace fabrics. Lace fabrics is known as beautiful, unique and people especially women love it. Usually they used lace fabrics as accessories on their clothes which can give the owner an elegant and mysterious look. Beside, ZAS Fabrics also want to expand the use of lace fabrics not only focus on clothes accessories but also as handicraft.

## **INTRODUCTION**

- Form of business : Partnership
- Location : 8-09-01, JALAN MEDAN, PUSAT BANDAR 7A, BANGI SENTRAL
- Reason : To supply variety types of lace fabrics for a community in Bangi area and the place near it in affordable price and variety of choice.

### **Purpose**

The purpose of the Business Plan is to is to get financial support from the bank and to convince the suppliers that the business we are about to work is potentially profitable

2.4 JOB DESIGNATION AND NUMBER OF WORKERS

JOB POSITION	NUMBER	RESPONSIBILITIES
General Manager	1	<ul style="list-style-type: none"><li>• To plan, implement and control the overall management of the business.</li><li>• To manage the company with the most efficient ways.</li><li>• Make decisions</li><li>• Accountable for company performance</li><li>• Analyze monthly reports</li></ul>
Administration/Operational Manager	1	<ul style="list-style-type: none"><li>• Responsible with general administration of the company</li><li>• Arrange the company's structure and distribute the job description</li><li>• Manage the staff's salary, bonuses, incentive, EPF and SOCSO.</li><li>• Manage the quality of textile and silk</li><li>• Manage in purchasing the products</li><li>• Supervise the promoter/salesgirls</li></ul>
Financial/Marketing Manager	1	<ul style="list-style-type: none"><li>• Manage the company financial activities.</li><li>• Forecast the sales and revenue.</li><li>• Checking for fraud.</li><li>• Prepare the monthly report.</li><li>• Finding a new market and build new strategies to increase the company performance.</li><li>• Determine the competitor's strength and weaknesses.</li><li>• Analyze SWOT of the company.</li><li>• Plan for the promotion strategies</li></ul>
Promoter/Salesgirls	2	<ul style="list-style-type: none"><li>• Promote and assist the customers.</li><li>• Handle the buying process with the customers.</li></ul>

2.5 REMUNERATION OF STAFF

JOB POSITION	NUMBER	MONTHLY SALARY (RM)	EPF (13%) (RM)	SOCSSO (2%) (RM)	TOTAL (RM)
General Manager	1	3,500.00	455.00	70.00	4,025.00
Administration/Operational Manager	1	2,200.00	286.00	44.00	2,530.00
TOTAL	2	5,700.00	741.00	114.00	6,555.00

2.6 EQUITY AND CONTRIBUTION

SOURCES	SHARE (RM)	PERCENTAGE (%)
General Manager	30,000.00	50
Administration/ Operational Manager	20,000.00	25
Financial/ Marketing Manager	20,000.00	25
TOTAL	70,000.00	100