



اَوْنِيُوْ رَسِيْتِي بَاتِي كِنُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

DIPLOMA IN BUSINESS STUDIES

BA1115A

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT

(CASTLE HOME DECO)

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TABLE OF CONTENT

NO.	CONTENT	PAGES
1.	Executive Summary	1
2.	Business & Owner Description	2 – 3
3.	Product Description	4 – 5
4.	Administration Plan	6 – 9
5.	Marketing Plan	10 – 18
6.	Operation Plan	19 – 21
7.	Financial Plan	22 – 30
8.	Business Model Canvas	31
9.	Conclusion	32
10.	Appendices	33 - 34

1.0 EXECUTIVE SUMMARY

The goal of this report, which was written by a student, was to expose them to real-life business situations. After doing this report, we understand why it is critical to understand the administration plan, marketing plan, operations plan, and financial plan.

Castle Home Decor is the name of our company. Our company's name is based on the owner's preference for exclusive, modern, and one-of-a-kind items. Tengku Amiruddin Bin Tengku Hashim, a Master of Business Administration graduate from UiTM, owns and manages Castle Home Decor. Before becoming a successful businessman, the owner of Castle Home Decor worked for nearly two years as a staff at The Home Design.

Prior to this, Castle Home Decor provided décor services to customers, such as going to their homes and decorating their home with our distinctive and elegant furnishings. However, due to the pandemic Covid-19, we will have to revise our plans in 2020 and will be unable to decorate. As a result, we have decided to focus solely on producing furniture. Customers can then select our design for their home. As a result, because our product is of good quality, we target customers with both an average and a good income. Today, we use social media platforms like Facebook, Instagram, and WhatsApp to promote our products.

Last but not least, a financial strategy is something that any firm, including Castle Home Decor, should have. Our organization does not know whether it generates a profit or a loss without a financial plan. Cash flow, pro-forma income statement, and pro-forma balance sheet were all part of the financial strategy. Our financial study shows that there are ups and downs for each year

2.0 INTRODUCTION

2.1 Business Description

Name of the Business	Castle Home Décor
Business Address	33-01, Menara Keck Seng, 203, Jalan Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Correspondence Address	33-01, Menara Keck Seng, 203, Jalan Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Website	www.castlehomedecor.com
E- mail	Castlehomedecorofficial@gmail.com
Telephone Number	013-9250796
Fax Number	+603 2116 5888
Form of Business	Sole Proprietorship
Main Activity	Home Deco Furniture
Date of Commencement	21 May 2018
Date of Registration	2 February 2018
Registration Number	0417437-X
Name of Bank	BANK ISLAM MALAYSIA
Bank Account Number	033445001682

2.2 Owner Description

Name of Owner	Tengku Amiruddin Bin Tengku Hashim
Identity Card Number	890919-03-5541
Permanent Address	Lot 480023, Jalan Beringin, Bukit Damansara, 50490 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Correspondence Address	Lot 480023, Jalan Beringin, Bukit Damansara, 50490 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
E- Mail	Tgamir89@gmail.com
Telephone Number/Fax Number	012-9145662
Date of Birth	19 Sept 1989

Marital Status	Married
Academic Qualification	- Diploma in Business Administration - Bachelor's in Business Administration - Master of Business Administration
Course Attended	Business Administration
Skills	Management and Leadership, Business operation and strategies, Communication.
Experiences	Staff at The Home Design
Present Occupation	Chief Executive Officer of Castle Home Décor
Previous Business Experience	General Manager of Castle Home Décor