



UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

MANAGEMENT AND SERVICES OF MUSLIM CEMETRY IN KLANG VALLEY AREA

Faculty : FACULTY OF BUSINESS MANAGEMENT
Program : BACHELOR OF BUSINESS
ADMINISTRATION (HONS) HUMAN
RESOURCE MANAGEMENT
Program Code : BM243
Course : PRINCIPLE OF ENTREPRENUERSHIP
Course Code : ENT 530
Semester : 20194
Group Name : NBH 6A
Group Members : NUR AFIQAH NADHIRAH BINTI KHAIR SIDDIK
2016589995
AIMIE DIYANNA BINTI MOHD ROSLI
2016995889
INTAN IZZATI BINTI GHAZALI
2016975575
MOHD SHAMIRUL BIN MOHD SHAFRIDIN
2019124429

Submitted to

PN. ZANARIAH BINTI ZAINAL ABIDIN

Submission Date

DEC 2019

Very late
of 19/12

TABLE OF CONTENTS

Contents	Page Number
1. Executive Summary	1
2. Company Profile	2
3. Environmental Industry Analysis	3-8
4. Description of Venture	9-10
5. Operation / Production Plan	11-19
6. Marketing Plan	20-31
7. Organization Plan	32-35
8. Financial Plan	36-42
9. Appendices:	

EXECUTIVE SUMMARY

Jannatul Akhirah Sdn Bhd exist to help in managed an industry and provide services to the industry that other business would not even think to get involved with which is managing Muslim Cemetery in Klang Valley area and provide services on handling the procedure of deceased burial. We come across this business opportunity when there's too many abandoned Muslim Cemetery without proper management and maintenance. We have done some survey about the importance of the Muslim Cemetery that focusing towards deceased closed family or relatives in how they would to preserved the deceased graveyard. Turn out that most of the deceased closed family or relatives concerned about the maintenance of the deceased graveyard but due to time-constraints and other commitment make them hardly to taking care the graveyard. Based on these opportunity, we, Jannatul Akhirah Sdn Bhd, come out with these services that focusing on managing the Muslim Cemetery and at the same time providing services in helping the deceased closed family to execute the burial procedure.

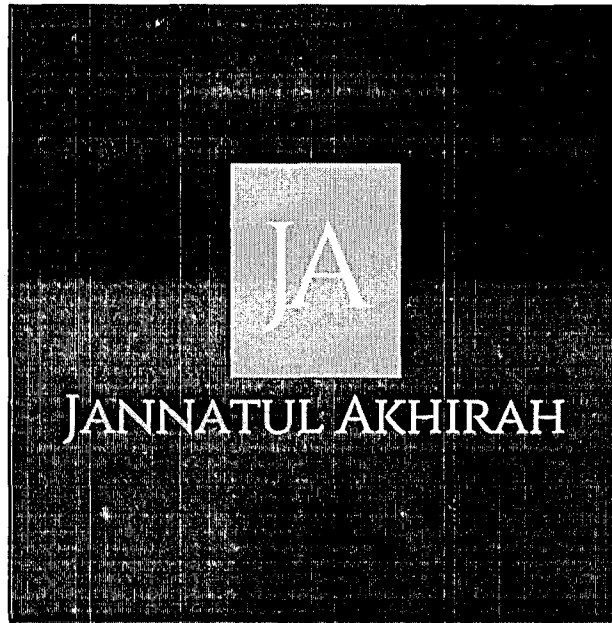
Our target market focusing on Klang Valley area since the number of Muslim Cemetery higher in Klang Valley area compare to the other area. Moreover, Klang Valley area are know as an area that have vast development and busy with economic growth which in return there's a lot of abandoned graveyard due to lack of maintenance and concerned from the deceased closed family due to time constraints. These industry is non-competitive due to there's no other company that have been taking interested in this business. While the profitability is not really high compare to other industries, we firm believed that this business will last long due to it uniqueness and the necessities of maintaining the deceased graveyard since even once a year the deceased closed family will come at visit the deceased graveyard.

The management team of Jannatul Akhirah Sdn Bhd consists of four people with the highest top management been held by Mr. Mohd Shamirul Bin Mohd Shafridin as our Managing Director while Ms. Nur Afiqah Nadhirah Binti Khair Siddik as our Human Resource and Admin Executive. As for Marketing and Public Relation Executive will be held by Ms. Aimie Diyanna Binti Mohd Rosli and for Account and Finance Executive will be held by Ms. Intan Izzati Binti Ghazali. As for services, we will be join venture with the current graveyard keepers that involving finding the grave slot and digging the grave. Meanwhile, for the knuckles and tombstones will be supplied from the trusted suppliers.

COMPANY PROFILE

Company Name : Jannatul Akhirah Sdn Bhd

Company Logo:



Company Background : Jannatul Akhirah Sdn Bhd have been founded on 30th September 2019 by our founder and also our Managing Director, Mr. Mohd Shamirul Bin Mohd Shafridin. The very first idea how this company was founded due to the poor maintenance of his closed family graveyard. Mr. Shamirul take initiative to find away for him to managed the maintenance of his closed family graveyard with the cooperation from the graveyard keepers. From then onwards, the idea of making those iniative that he takes to officially make it as business. Therefore, Jannatul Akhirah Sdn Bhd completely established on 30th November 2019 with our very own headquarters located at Bandar Bukit Puchong, near to Bandar Bukit Puchong Muslim Cemetery where the very first place how our founder get the idea of this business. Focusing on managing the Muslim Cemetery in Klang Valley area, the very first goal of the business is to spread awareness of taking care the graveyard of your beloved one despite having a time-constraints.

ENVIRONMENTAL INDUSTRY ANALYSIS

- Convey to the investor that the company and product truly fill an unmet need in the marketplace.

Our company are confident with the Malaysian market received this product/services as very rare this product/services marketed in this country. Thus, investors are confident with this product/services easily marketed in the country. Secondly, Malaysia is a multicultural and multiconfessional country, whose official religion is Islam. Many Muslim (Muslims are people who follow or practice Islam) want this product/services to be applicable and easy to access by every Muslim in Malaysia. With our company products, it can meet the demand of millions of Muslim shortage this kind of products/services. Third, our product can met satisfaction of customers because of many advantage such as help to manage funeral ceremony from start to finish, set tombstones after burial & periodic cleaning of the grave.

- The characteristics that set the product and company apart from the competition need to be identified (competitive advantage).

Our company have product features same with other companies. Like other companies, they also market their product and services without added services such as help funeral ceremony from start to finish, set tombstones after burial & periodic cleaning of the grave. We also can suggest the best package that suitable with customer budget and meet they satisfaction.

- Analysts' predictions for your industry or market segment.

Market analysis is one of the main factors in marketing. It is a study designed to define a company's markets, forecasts their directions, and how to expand the company's share and exploit any new trends. Things that include in market analysis are for examples target market, market size, competition, market share, sale forecasts, and marketing strategy. For our business, our target customer is Muslim in Klang Valley area. There is limitation and specification for certain people because not everyone can enjoy it.

Psychographic segmentation divides the market into groups according to customer's lifestyle. Activities, interest, and opinion (AIO) surveys of one tool of measuring lifestyle. It considers a number of potential influences in buying behavior, including the attitudes, expectations and activities of customers. From our research, we identified that our target market is Muslim people that come from all levels of income in Klang Valley area.