



VISIGHT SHIELD SDN BHD

Faculty : **FACULTY OF BUSINESS AND MANAGEMENT**

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Group Name : **NBH6A**

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TABLE OF CONTENTS

Contents	Page Number
1. Executive Summary	2
2. Company Profile	3-10
3. Environmental Industry Analysis	11-20
4. Description of Venture	21-23
5. Operation / Production Plan	24-33
6. Marketing Plan	34-58
7. Organization Plan	59-67
8. Financial Plan	68-74
9. Conclusion	75
10. Appendices	76-84

EXECUTIVE SUMMARY

Visight Shield Sdn. Bhd. is the security services company that are expert in supply and install Closed Circuit Television (CCTV) and Security Alarm System. The business was located Taman Dagang, Ampang Jaya, Selangor and was conducted by five person of people. The team was divided by four sections which is operation, finance, marketing, and administration and monitor by the General Manager to make sure the business going smoothly as planned. The concept of the business is to provide safety and security to customer especially society.

The product consists of two types of CCTV which is Analog Camera and Wireless IP CCTV Camera and one set of Security Alarm System. Besides, target market was to the mosque, school, houses and business premises around the Klang Valley area and also Selangor. Therefore, the competitors are from ClearGiler CCTV, CCTV Malaysia and ADT Services Malaysia and others. Based on the major competitor from the Klang Valley and Selangor area, the business assume that 6% market share from them will be the business income. Through the online and offline marketing strategy, the business forecast for income in a month is around RM218 000 and 3 million for a year.

The business was created to provide a step or a way to consumer to protect them from being harm by other factor such as robbery, thief and safety issue that put them into a danger. Besides, it was not only protects themselves but will protect society too.

2.0 COMPANY PROFILE

Name of Business : Visight Shield Sdn. Bhd.

Nature of Business : Security services

Location of Business : G-9, 1-9 Dagang Cahaya, 5, Jalan Dagang, Taman Dagang,
68000 Ampang Jaya, Selangor

Date of Business Commencement : May 2020

Environment Analysis Industries : Mosque, Business Premises, School and House

Purpose :

This business plan is written to secure financing in the amount of RM160,000, which will cover the following costs:

- RM2144 in equipment
- RM78236 in operating capital

The business apply for a loan of RM80,000 from Bank Islam and other capital will be supplement from five partner's equity investment of RM16,000 per person and will be repaid beginning the month after disbursement according to lender terms. Funder will play a crucial role in sustaining the business as the clients base grows, and will allow the business to become self-sufficient by the beginning of year two.

2.1 BUSINESS BACKGROUND

Name of Business	Visight Shield Sdn. Bhd.
Address	G-9, 1-9 Dagang Cahaya, 5, Jalan Dagang, Taman Dagang, 68000 Ampang Jaya, Selangor
Email /Website	www.visightshield.com
Form of Business	Private limited
Main Business Activity	Supply and install CCTV or Alarm System
Date of Business Registration	Jan 2020
Date of Commencement	May 2020
Name of Bank	Bank Islam Malaysia
Bank account number	
Initial (own) Capital	RM 80, 000