

MARA UNIVERSITY OF TECHNOLOGY
DUNGUN CAMPUS



FLASH CYCLE

SHOP

PEMBACA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUN,

POSTAT TIDAK DIBENARKAN

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ACKNOWLEDGEMENT

We are very grateful to almighty Allah because with this bless we can complete up our business plan for the course, ETR 300(Fundamental of Entrepreneur) this is prerequisite for us to have a roll of Diploma in Computer Science.

This business plan is not complete without guidance and encouragement from others who involve directly or indirectly. Thousands of acknowledgement and thanks for those who involve in helping us. They are:

1. Encik Farouk Zakaria,
MEDEC Cordinator.
2. Puan Norsidah Abu Bakar,
MEDEC Cordinator
3. Manager,
FARUQI CYCLE SHOP,
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1.0 INTRODUCTION

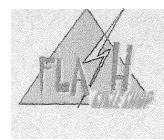
FLASH CYCLE SHOP is a partnership business that provides services and sells variety type of bicycle and their accessories. This business is a combination of 4 persons that comprised by General Manager and Administrator, Marketing Manager and Financial Manager. General Manager contribute RM 7000 of capital and the rest of partner contributes RM 17287.06

Our business's location and head office is situated at Lot 4549 Taman Nirwana, Jalan Iskandar Shah, 75250 Klebang Besar, Melaka. Date of commencement is on 1 January 2003 .We focus our industry overview in modern life. The actor influencing us to choose this kind of business because bicycle is uses by no limit generation. It is one human needs in transportation, recreation and sports. Our business potential will develop from the time to time regardless to their ages.



MAIN BODY OF THE BUSINESS PLAN

- 1. INTRODUCTION**
- 2. PURPOSE**
- 3. BACKGROUND OF THE BUSINESS**
- 4. BACKGROUND OF THE PARTNERS**
 - 4.1 GENERAL MANAGER**
 - 4.2 ADMINISTRATION MANAGER**
 - 4.3 OPERATION MANAGER**
 - 4.4 FINANCIAL MANAGER**
- 5. LOCATION OF THE PROJECT**
- 6. THE ADMINISTRATION PLAN**
 - 6.1 GENERAL BUSINESS OBJECTIVES**
 - 6.2 ORGANIZATION CHART**
 - 6.3 ADMINISTRATION PERSONNEL**
 - 6.4 FRINGE BENEFIT**
 - 6.5 JOB DESCRIPTION**
 - 6.6 LIST OF FURNITURE, FITTING & FIXTURES**
 - 6.7 OFFICE LAYOUT**
 - 6.8 ADMINISTRATION BUDGET**



7. THE MARKETING PLAN

- 7.1 TYPE OF PRODUCT/ SERVICES**
- 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 OPERATION PLAN

- 8.1 FLOW CHART PROCESS**
- 8.2 OPERATION PROCESS**
- 8.3 WORK SCHEDULE OPERATION**
- 8.4 OUTPUT UNIT**
- 8.5 MATERIALS/STOCKS REQUIREMENT**
- 8.6 FORECASTED ACQUISITION OF MATERIALS**

9. PLAN THE FINANCIAL

- 9.1 PROJECT IMPLEMENTATION COST**
- 9.2 SOURCES OF FUNDS**
- 9.3 TABLE OF DEPRECIATION**
- 9.4 LOAN AMORTIZATION SCHEDULE**
- 9.5 HIRE PURCHASE REPAYMENT SCHEMA**
- 9.6 CASH FLOW PROFORMA**
- 9.7 PROFIT AND LOST PROFORMA**
- 9.8 BALANCE SHEET PROFORMA**

10. JUSTIFICATION