



اَوْبُوْ سَيِّدِيْ تَيْكُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## CASE STUDY

Mr. IBRAHIM BIN ISMAIL & IMPIAN HOME

FACULTY & PROGRAMME : FACULTY OF ART AND DESIGN

SEMESTER :04

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## EXECUTIVE SUMMARY

In every business plan, the Executive Summary section we place on the very first part of the cover page of each of our business plans. But to prepare an executive summary, we need to complete our business planning paperwork. Meaning this executive summary is the last part we provide in a business plan. The contents of the executive summary keep in mind that the executive summary has a purpose for users or interested people to get an initial explanation of our business plan. Executive summary as an advance organizer for the reader. Above all else, it must be clear and concise. But it also has to entice the reader to read the rest of the business plan. This is why the executive summary is often called the most important part of the business plan. If it doesn't capture the reader's attention, the plan will be set aside unread. For a startup business typically one of the main goals of the business plan is to convince banks, angel investors, or venture capitalists to invest in your business by providing startup capital in the form of debt or equity financing. In order to do so we will have to provide a solid case for business idea which makes my executive summary all the more important. A typical executive summary for a startup company includes the following sections such as The business opportunity describe the need or the opportunity. Taking advantage of the opportunity for example explain how will your business will serve the market. Second, The target market, to describe the customer base you will be targeting. Third, Business model. Describe the products or services and what will make them appealing to the target market. Fourth, Marketing and sales strategy, briefly outline plans for marketing products services. Lastly, The competition, we can describe the competition and strategy for getting market share.

## ENTREPRENEUR PROFILE

### 1.1 Entrepreneur background

- Name : Ibrahim bin Ismail
- Nickname : Yem
- Age : Born on 1 May 1988 (age33)
- Education : studied at Universiti Teknologi Malaysia (UITM)
- Places lived : Kuantan Pahang

### 1.2 Background of business

Impian home is all well known furniture company in Malaysia since 2017. Company was founded by Ibrahim bin Ismail. This company is located in Kuantan Pahang. The company was one of Malay owned company famous and successful in Pahang. The company started by taking products from the factory and selling them until in 2019 the company was able to open its own factory and produce its own products and had 20 employees.



The showroom is located at Impian Home Enterprise (Grand City Hotel Building) B-94 Ground Floor, Sri Pahang Business Centre Jalan Beserah Kuantan

- Was promote at : Facebook @Impian Home  
Instagram @impian\_home
- Hotline : 01126631151

### 1.3 Products/Services

#### List of the products

- 1.Sofa set
- 2.Chesterfield
- 3.Classic sofa
- 4.Wing chair
- 5.Bedroom set
- 6.Tv cabinet
- 7.Dinning set
- 8.Coffee Table
- 9.Cabinet
- 10.Carpet
- 11.Home accessories