

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



DERAGONA ENTERPRISE

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EXECUTIVE SUMMARY

Deragona Enterprise is a company that focuses on food production and is located in Krubong, Melaka. We discovered two competitors, Neo-I Dragon Fruit Jam and Neknor Jam, who compete for market share. The price of dragon fruit jam was similarly decided using cost-based pricing. The retail price per bottle is RM 15.6647. Our dragon fruit jam sales have greatly improved and increased as a result of the marketing techniques we implemented, such as advertising. Chapter 3 shows the process chart, operational layout, and the bill of materials which is the cost for a 1 jar of red dragon fruit jam is RM 8.7026. The projection schedule of materials will be increased by 10% after year one of production. The total operating budget including operation equipment, raw materials, and other equipment is RM 30,576.99. Chapter 4 contains the business logo and description of the logo and also organizational chart that shows our position, tasks and responsibilities. This chapter shows the schedule of the remuneration for our employees including the calculation of SOCSO and EPF total to rm10,731. We also list the expenses of office equipment, furniture and fittings amounting to rm2,626.03 and this chapter ends with the total budget used for this chapter which is rm21,496.63. Based on chapter 5 which is cash flow, it shows that we do not face any loss or deficit per month, in fact we receive a profit of RM 4761 per month, with dragon fruit jam sales of RM 45,564 per month and total sales in the first year is RM 546,764. Unfortunately, in the next year and the third year, we experienced a deterioration in sales from 21% to 11% which affected profits each year.

CHAPTER 1: AN INTRODUCTION OF THE BUSINESS VENTURE

1.0 BUSINESS PROFILE

Business name	:	DERAGONA ENTERPRISE
Business nature	:	Manufacturer
Business main activity	:	Dragon fruit jam maker and seller
Business entity	:	Partnership
Business opportunity	:	<ul style="list-style-type: none">• The products we sell use rare fruits to be made into jams that will attract people to buy and try our products.
Business prospects	:	<ul style="list-style-type: none">• To produce various types of jam under the DERAGONA ENTERPRISE such as pineapple jam, roselle jam and kiwi jam.
Location	:	Melaka, Malaysia.
Business address	:	22, Jalan PK 8A, Taman Perindustrian Krubong, 75260 Melaka, Malaysia.
Business registration date	:	February, 2021
Business operation date	:	January, 2022
Business email	:	Deragona.enterprise@gmail.com
Business contact number	:	Fax: 03 8871 3401/ 011-21957982
Website/social media	:	Instagram: Deragonalishes_ Facebook: Deragonalishes.co

1.1 PURPOSE OF BUSINESS PLAN

1. The purpose of a business plan is to serve as a roadmap for efficiently managing a business. This is to ensure that all aspects of the company's planning are well-organized. Finance, advertising, product development, and human resources are just a few examples.
2. The advantage of using a business plan guideline is that we can clearly see the allocated budget and be able to express the net profit of the sale of Deragona jam.
3. The completed business plan may clearly reflect the company's vision and mission, as well as help the company achieve its mission and vision.
4. This business plan can also be used as a guideline in studying and evaluating whether the business to be run is profitable or otherwise.
5. The preparation of guidelines is also able to provide an opportunity for entrepreneurs to view and evaluate the business objectively, critically and practically. It can also be a guideline for managing a day to day business. The business operations division can see clearly and allocate business resources well. Business plan is not only used as a guideline in doing business but it is also used as an initial step to convince relevant parties of the investment potential of the project.
6. Next, with a business plan, investors will believe and be confident to invest because in the business plan there is information such as clear planning that is the determination of the budget in the production of products.
7. To invest a certain amount of money into a business, the investor must want to ensure that the investment invested pays off, so with the existence of this business plan can show the profits and losses of the business. By the way we make a business plan, we can show proof of our determination to get investment from them. Investors will assess if the business is able to grow further and make a profit. For example, investors will look in terms of product production and advertising strategies carried out.