



اَبُو سَيِّدِي تَيْكُو وَ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Pulau Pinang
Kampus Permatang Pauh

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



SANA ENTERPRISE

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EXECUTIVE SUMMARY

SANA Enterprise is a new company that operates in Sungai Petani, Kedah, Malaysia. The name for the company is created by from the founder names' combination which are Sabrina, Amirul, Najwa and Ainun; hence creating the name of SANA. It is simple, easy and memorable for the customer to remember our company's name.

As for the business, we are providing an Automatic Cat Feeder, which is a different style from the product in overseas. As we go through with the environment and society, we noticed that people are living their lives in hectic, to the point that some cat owners had to feed their cats only in the morning and when they get back home, which most of the time can took a long time. With our advance technology of Automatic Cat Feeder, cat owners can free up their time to do other things and let the product do their job. Not only that it comes with programming options, but it also ensures the portions of cat food are always appropriate, thus the cat would not eat too little or too much.

Starting with a total capital of RM 200,000 with all partners contributed RM 50,000, we have around six workers in total which consist of general manager, assistant manager, operational manager, administration manager, marketing manager and financial manager. Since our product is consider as pricey yet high in quality standard, our main target of customer is among medium and high incomers. Located near to the town of Bandar Amanjaya and shop areas, we believe that it is the best location to open our business. Not only that it is the center of attraction among the residents, but it is also quite close to our supplier, convenient for us to obtain the materials and equipment.

CHAPTER 1.0: INTRODUCTION (BUSINESS and OWNER DESCRIPTION)

1.1 Business Description



Name of Business:

- Our company's name is SANA Enterprise. We use the combination of the four founders of the company to build the name, which consist of Sabrina, Amirul, Najwa and Ainun. We decided to choose this name because we wanted the customer to know and acknowledge the names of the business owner who provide the best automatic cat feeder in Kedah. With the simple and catchy name of our company, we hope that we can attract more cat lovers and owners to testimony and purchase our product.

Business Address:

- Our premise is located at No. 35, Jalan Perdana Height 1/2, Perdana Height, 08000 Sungai Petani, Kedah. We believe the location is strategic as it is near to the town of Perdana Height, and near to the resident and shop areas.

Nature of business:

- Our main activity is providing a high-tech with smart upgrade of manually cat feeder. We believe that it is not only benefits the cat owners, but the cats itself since our product is efficient, convenient and unique.

Factors in selecting the proposed business:

- We are focusing on people who are working and live with their pet cat, people who want to adopt cat (first timer) and the elders that live with their cats alone. Apparently these three target customers seek the easiest and most convenient product for them to feed their cats. People who are working are probably the busiest since they had to work and taking care of their pets, some of them might forgetting to feed the cats due to lack of attention and time. Hence this product will definitely help them as it comes with a remote controller that could connected to mobile devices such as smartphone, tablets, laptop and PC. No matter works of outstation, people can rest assured and let the product manually feed their cats. Moreover, it is more convenient to bring their pets on a trip as the product has two in one function; it can feed and designed with drinking pot. Therefore, people do not need to bring extra food and drink for their cats.

Future prospect of business:

- A large demand of our manually cat feeder has been rising as it brings life more easier for those who are working and has less time to give attention to their cats. Therefore, we suggested a long-term product like cat food to be manufactured. An important side note is that the food produced is not only nutritious, but also delicious for the cats to savour. Besides that, we are planning to import our product to some other country e.g., Singapore, Indonesia, Brunei etc.

1.1.1 Purpose of business plan

Business plan is a set of written documents prepared by an organizations' management to summarize its marketing, operational and financial objective for the future. It provides the opportunity for our company to assess the business venture objectively, critically and practically. Generating a business plan is the first step as a module before starting a business. It is vital for a new company like SANA Enterprise because it may help us to maintain our business stay longer in the Malaysian market.

It can be said that business plan is a guideline for us in setting, planning, managing, handling and controlling our business for the day-to-day management, budget, financial forecast, strategies, target market and long-term goals. Besides that, it helps us to grasp the opportunity and fulfill the demand from the customer around Sungai Petani, hence