

DIPLOMA IN CHEMICAL ENGINEERING (EH110)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME : DRATE ENTERPRISE

PRODUCT NAME : DROP PLATE

PREPARED FOR:

MADAM SUHANA BINTI MOHAMED

PREPARED BY:

NO	NAME	STUDENTS' ID
1	NUR ARIF DANIEL BIN MOHD ZAMRI	2018633648
2	NURUL HAZWAN BIN KHAMIS	2018421134
3	WAN NORAZIFAH BINTI WAN HAMZAH	2018653176
4	SHARIFAH ALIAH SHARMIN BINTI SYED HUSSIN	2018658714
5	SITI FASHA SHAMIZA BINTI ABDULLAH	2018698066

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EXECUTIVE SUMMARY OF BUSINESS PLAN

DRATE ENTERPRISE

This business proposal presents an overview of business description, activities and goals for Droplate storage rack within three (3) years forecasted business period. DRATE Enterprise start up the business at Bandar Seri Alam, which is a developing city. It is a mission to sell a storage rack which can organized the plate and make the customer happy with the reasonable price and can be used in a long time. Therefore, DRATE enterprise will guarantee that DROPLATE will satisfied the owner of the restaurant or the premise of school canteen, university cafe and factory canteen. This product have 5 compartments which can fit until 500 plates. To make this business happen DRATE enterprise operating at office hour which is 8.00 am until 6.00 pm. Our product which is DROPLATE can ensure that the storage rack can be replace the basin that usually been used in the restaurant or cafe.

DRATE enterprise aims to penetrate the market with 10% of market share among its main competitors SSF, Index Living Mall and Ikea with forecast sales of RM 32,000 monthly and it would generate about RM 384,000 sales revenue in the first year. The business will experience 2% and 3% increment in sales revenue and working capital for the second and third year of business. The total project implementation cost for RM 39,229. The financial resources will consist of a ten-year small medium enterprise loan equal to RM39,229 and the remaining will acquire from business equity (partners' contribution). In order to ensure the business will experience sustainable growth, DRATE enterprise plans to develop its new product which is moving dustbin.