

MARA UNIVERSITY OF TECHNOLOGY
SABAH BRANCH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

‘ TOYS KINGDOM CO. ’

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1.0 Introduction

In industry of business there is a wider type of business which then can be classified into several categories such as services, retail, and agriculture and so on. Our Prime Minister Dato Sri Mohd Najib Tun Abdul Razak stated that our country would be focus on all of the sector industry to make sure our country can achieve the development on 2020.

Toys Kingdom Co. is a good service that suitable to run on the person who is started to try to involve in business retail. The most important for running toys kingdom was strategic location with basic equipment and a few workers to job. As we found out from our competitors, Mars and Present Wonderland that toys and games retail is profitable business.

The Toys Kingdom also give benefits to the customers in term of health as we will only sell toys and video games which consists low chemical content. More over, the production of toys with low chemical content can give advantage to our environment especially to our global temperature as the using of chemical element is reducing.

Toys Kingdom is originally offering three different categories of toys. The first toys is toys for kids which is provide many choices that can give entertainment to the kids some example of toys for kid are Master Yoda, cloud strife advent children version and XBOX360. The second product of toys is for teenagers which is we provide them with latest of toys such as wing Gundam, and Zack fair. The third product of toys is video game for adult such as play station 2, and 3, play station portable 2000/3000k, psp go and so on.

Toys kingdom will be located at Suria Sabah shopping mall. The reason on why we choose Suria Sabah is:

- The place was located at the centre of city.
- The place provides more parking lots to the customers.
- The surrounding is comfortable.

There are several factors on why we choose toys kingdom as our business:

- The first one is due to the generation of kids that are continuing demanded on toys nowadays.
- Secondly is due to the wants and needs of teenagers towards updated toys.
- Lastly is due to the selection of parent that are doesn't want a chemical product of toys as we provided more healthy toys which is low chemical content on it.

2.0 PURPOSE

The purpose of preparing the plan is rather easy and simple. This business plan is prepared by Toys Kingdom co. as a guideline for managing the purpose venture, hence, to be successful Bumiputera entrepreneurs. Other purposes are:

- To apply for loans or financing facilities from relevant financial institutions.
- To estimate the costs and sales of the business.
- To convince bankers, venture capitalist and inventors in order to raise capital and support for the venture.
- As a guideline for day to day management of the business.
- To understand how to initializing the businesses and maintaining the business in profitable position.
- To stimulate the new ideas and well managed effort towards the successful life as an entrepreneur.