



SitX SDN. BHD

FUNDAMENTALS OF ENTREPRENEURSHIP ENT300: BUSINESS PLAN

BA119 – 5D

FACULTY & PROGRAMME : BANKING STUDIES

SEMESTER : OCTOBER 2020 – FEBRUARY 2021

PREPARED BY:

| | |
|--------------------------------------|------------|
| MUHAMMAD ATIQULLAH BIN ZULKIFLI | 2018241342 |
| MOHAMAD IZZUDDIN BIN NORIZAN | 2018416522 |
| MUHAMMAD JAFNI MUHSIN BIN MOHD NIZAM | 2018241524 |
| MUHAMMAD AQEIM BIN RAZALI | 2018203506 |
| NORAIMAN SYAFIQ BIN NORDIN | 2018654706 |
| ILYAS YUSUF BIN IZAHAR | 2018202552 |

PREPARED FOR:
MADAM FARRAH NADIA BINTI BAHARUDDIN

SUBMISSION DATE: 21ST JANUARY 2021

ACKNOWLEDGEMENT

Very first foremost, praise and thanks to God, the Almighty, for His showers of blessings to successfully complete the study during my research work.

We would like to express our profound and deepest gratitude to Madam Farrah Nadia Binti Baharuddin, our ENT300 professor, for providing us the opportunity during this study to do research and provide invaluable guidance. We have been profoundly affected by her dynamism, vision, honesty and inspiration. She taught us the methods for undertaking the research and presenting the research work as simply as possible. Working and learning under her supervision was a real pleasure and honour. For what she has given us, we are immensely grateful and thankful for her friendship and understanding.

Also in order to complete this research work, we are immensely thankful to our parents for their love, prayers, concern and sacrifices for teaching, training us for our future and for their love, understanding, prayers and ongoing support.

TABLE OF CONTENT

| No. | Content | Page |
|------------|--|--------------|
| 1.0 | EXECUTIVE SUMMARY | 6 |
| 2.0 | INTRODUCTION 2.1 BACKGROUND COMPANY 2.2 PRODUCT DESCRIPTION 2.3 PURPOSE BUSINESS PLAN 2.4 COMPANY LOCATION | 7-10 |
| 3.0 | ADMINISTRATION PLAN 3.1 INTRODUCTION TO THE ORGANIZATION 3.2 ORGANIZATIONAL STRUCTURE 3.3 SCHEDULE OF TASK AND RESPONSIBILITIES 3.4 SCHEDULE OF REMUNERATION 3.5 COMPENSATION AND BENEFITS 3.6 OFFICE EQUIPMENT AND SUPPLY 3.7 OFFICE STATIONERY 3.8 ADMINISTRATIVE BUDGET | 11-18 |
| 4.0 | MARKETING PLAN 4.1 PRODUCT DESCRIPTION/ SPECIFICATION 4.2 EXPLANATION ABOUT THE PRODUCT AND SERVICE DESCRIPTION | 19-38 |

| | | |
|-----|---|--------------|
| | 4.3 MARKETING SEGMENTATION 4.4 MARKET TREND 4.5 COMPETITOR ANALYSIS 4.6 FORECASTING SALE 4.7 DEVELOPING MARKETING STRATEGY 4.8 PLANNING OF MARKETING PERSONNEL 4.9 MARKETING BUDGET | |
| 5.0 | OPERATIONAL PLAN 5.1 INTRODUCTION OF OPERATIONAL PLAN 5.2 PROCESS PLAN 5.3 OPERATIONAL LAYOUT 5.4 PRODUCTION PLANNING 5.5 MATERIAL PLANNING 5.6 MACHINE AND EQUIPMENT PLANNING 5.7 OPERATIONAL MANPOWER PLANNING 5.8 BUSINESS AND OPERATION HOUR 5.9 LICENSE PERMITS & REGULATIONS 5.10 OPERATIONAL OVERHEAD 5.11 OPERATIONAL BUDGET 5.12 IMPLEMENTATION SCHEDULE | 39-62 |

1.0 EXECUTIVE SUMMARY

SitX SDN BHD is a new local company registered with Companies Commission Act (SSM) in 2020. Our company mainly involve in producing and manufactured health and wellness equipment that are suitable for people dealing with sitting in long period.

Our product named is SitX ergonomic massage chair which combination between full massage chair and office chair. This product are focusing on person who searching solution on back pain due to much sitting. Massage around spine and give a relaxing towards back part is a main targeting function. To avoid the losses from buy two product with different function, this is the solution to the worker and student to keep their back relief by spending on one thing.

Our business headquarter and manufacture is located on Sungai Kapar Indah, Klang, Selangor. All the management such administration, financial department and others were place in HQ building and for the marketing were placed at a few kiosk around Malaysia.

The marketing strategies also planning well where our team was done a research about our competitor and how do we boost our sale to achieve the company goals. Marketing segmentation also highlighted in this business plan in order to attract the consumer as much needed to meet the sales target.