

UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
BORNEO WAYS DOMESTIC DELIVERY SERVICES

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1.0 Executive summary

The main service of Borneo Ways is the fastest delivery services. We chose this as our services because it has never been done before. Our tagline is "A Smiling Delivery for you". We will be open the service and we will gives our costumer a better quality of delivery services.

We believe that our services have the potential to be successful and because of that we expect our number of sales to be increased from our first year to the years to come. In the first year, it would be fairly difficult to get customers due to our 'newbie' status and we just started operating. Plus, our services are still not yet well-known. Therefore, in the first year, we will focus more on making sure that our future customers know our brand and services. In the year 2, we will still continue to find ways to make our presence known to the public. We will use different types of marketing strategies to make sure our brand and services are well known. In the year 3, we will reach our maturity stage. During this stage, we will tone down our marketing ideas and focus more on being the sole leader of domestic services delivery.

We here at Borneo Ways are a partnership-based business entity. Therefore we have five partners consisting of Marketing Manager, Operational Manager, Administration Manager, Financial Manager and last but not least, General Manager. Each of the Managers must meet the requirements needed that the General Manager had set up. For the Marketing Manager, he/she needs to be able to have an ingenious plan for the marketing of the products, determine the target market and identify the competitors. Meanwhile for the Operations Manager, he/she needs to be able to control the operations of the company and find ways for the company to achieve their objectives and goals. As for the Administrative Manager, he/she needs to know all the problems that might arise from within the company that involves employees. This is because it is the Administration Manager's job to recognize the problem and finding solutions to the problems. And last but not least, the General Manager needs to coordinate, plan, implement and control the overall management of the business.

The total cost that we needed to operate this business is depending on the weight of the items and a stem also the deliver our company have made since we need the exact amount of money needed to launch this business. We need to determine the long-term expenditure and short-term expenditure that are needed to launch this business. Therefore, the number of working capital is depending on the period of time until the firm can generate enough sales to cover the short-term expenditure.

We need to keep the number of cash inflows and outflows from our business are balanced and achieve surplus in our business.

