



Motion Art

By:

EVA NATASYA BINTI HALIM YATIM
2019418036

IFFA NORISHA BT MOHD ROSLAN
2019222172

SITI AISHAH BINTI MAHMOD
2019269542

BATRISYIA BALQIS BT IMRAN
2019279738

HUURUN 'IIN BT MD ZAWAWI
2019283066

CLASS: AD116 4B

This assignment is submitted as a partial fulfilment for the requirements of

ENT 300

FUNDAMENTAL OF ENTERPRENEURSHIP

For

Madam Nur Hazwani

Faculty of Art and Design

UITM Seri Iskandar

TABLE OF CONTENTS

Executive summary	1
1.0 Business descriptions.....	2
1.1 Company Background.....	2
1.2 Organization Logo/Motto.....	3-4
2.0 Owner Descriptions.....	5-9
3.0 Product/Service Description.....	10
4.0 Organizational/Administrative Plan.....	11
4.1 Organization Chart.....	11
4.2 Manpower Planning.....	11
4.3 Schedule of Tasks and Responsibilities.....	12
4.4 Schedule of Remuneration.....	13
4.5 List of Office Equipment.....	13
4.6 Organization/Administrative Budget.....	14
5.0 Marketing Plan.....	15
5.1 Customers (Target Market).....	15
5.2 Sales Forecast.....	15-16
5.3 Marketing Strategies.....	16-18
5.4 Marketing Budget.....	18
6.0 Operation Plan.....	19
6.1 Material Requirements.....	19
6.2 Machine and Equipment.....	19
6.3 Operation Budget.....	20
7.0 Financial Plan.....	21
7.1 Project Implementation Cost Schedule.....	21
7.2 Sources of Financing Schedule.....	21
8.0 Business Model Canvas.....	22
Conclusion.....	23
Appendices.....	24-29

EXECUTIVE SUMMARY

Motion Art is an art based – business. In this business plan we include our business background, owner descriptions, organizational plan, product descriptions, marketing plan, operation plan, finance plan and others. This business concept is about designing, painting, and selling product to our target market. Motion Art was producing a unique and customized cosmetic case, the shoes and bucket hats with varieties of design and colors. The uniqueness of this product is Motion Art using a quality of fabric plus waterproof, long lasting, very durable with affordable price to being able to satisfy our costumers tastes. Next, our services also being offered is makeup case, customized shoes and customize bucket hat to. Besides that, we will sell our product through online platform such as Instagram and Facebook, not only that we will also take retailers and agents to promote and selling our products.

Besides, our target market is for Unisex, 18 and above, makeup user and professional makeup user. We also provide retailer and agents for our costumer. Moreover, for competitive advantage is high product quality using material that suits for making customized cosmetic case, the shoes and bucket hats. Secondly, we also will give a high level of service to our customer, and we sell our product in affordable cost because we want to attract more people. In addition, our capital to build this company is RM120,890 in total from start until now.

Furthermore, we also expect profit in this business but our profit target at the beginning of this start is not too high because new business is opened. It will be started on January to December 2021. Besides that, we want our costumer gives the feedbacks about our product, we also will try product review and promote using social to treat customer personalized membership card and getting discount to maintain customer. Lastly, management teams who handle this business is 5 person which is Eva Natasya Binti Halim Yatim as General Manager. Iffa Norisha Bt Mohd Roslan as Product Designer. Batrisya Balqis Binti Imran as Finance Manager. Siti Aishah Binti Mahmud as Operation Manager. The last one, Huurun ‘iin Bt Md Zawawi as Marketing Manager.

1.0 BUSINESS DESCRIPTIONS

Name for this business is given 'Motion Art' based on painting and embroidery embellishment. The business is started because the actors in selecting the proposed business due to high demand by the public as these products are not widely sold in many markets in Malaysia. This business can also influence people in this country to interested in art. Next, the uniqueness and charming of this product is the customers can choose their own design pattern and makes us paint or embroider it on cosmetic cases, shoes, and bucket hat.

1.1 Organization Background

Name of the organization is Motion Art was accompanied by 5 persons in a teamwork. Our business office is located at No,7 Jalan 33147, Seksyen 14, 40000 Shah Alam, Selangor. Next, the business contact number is 013-8712068 and email, motionart@gmail.com. Our form of business is partnership two or more person to contribute money and property. Moreover, the main activity for the business is designing and selling product. The business was date of commencement on 6 June 2021 and date of registration on 11 May 2021. Furthermore, we choose Maybank to make payment and can debit to account number 1001001234. After gets the ordering from customer, our team will make it done in just 12 hours and cash on delivery to the nearby place and post out the items for the customers lived 50km far from us. The organization is open from Tuesday until Sunday, in 9 am to 7 pm. We painted on the shoes as customer requirements using ordinary box. The customer age is above 18 and who like to make collection of items that are pattered quite bright and not just empty. The brand value marketing strategy to focus a product brand.

1.2 Organization Logo/ Motto

Logo



On the logo, M is stand for Motion and A is stand for Art. The style of logo is classic yet sassy. The color of pink is to look cute. Black and white color is to look classic. The font used to represent the simple of art and to look more luxury.