



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN ART AND DESIGN

AD 111

BUSINESS PLAN :

NERF

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1.2 EXECUTIVE SUMMARY

Our company was named as Nerf as it was named based on the name of the game itself, Nerf. The business was conducted by a group of five members. We are together in this business based in the partnership agreement that has been made earlier.

All the members in this group has been agreed and posted for a certain position based on the capability, experience, skills, and also hardworking. Fadhil Khair bin Mohd Harani, as our General Manager as well as our Administrative Manager. Eddy Alessandro Edward is the Operational Manager. Maxine Natalie Julian is the Marketing Manager. Nurhafizah binti Zainudin is the Financial Manager, respectively. There is no free-rider-member in this group and thus, we are responsible for our position.

General Manager acts as the leader that will lead the management team through this business and will be assists by the others. Firstly, this position was meant for planning, leading, controlling and organizing the business. Secondly, Operational Manager was meant for supervising and coordinating the operational of the business and also will be responsible to the entire job that related to the operation. Then, Marketing Manager was meant for creating the marketing plan, identifying the customers' need and demand, identifying the competitors, selecting the target market, estimating the market size and forecasting the future market. Then, Administration Manager was meant for the job that was related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, Financial Manager was meant for handling the financial matters such as preparing the budget and financial statement for expenses of each department and controlling the flow of the money in the organization.

1.3 SUBMISSION LETTER

Nerf,

Parcel 25, Lot 2631,

Corner Level 1, Jalan Datuk Mohd Musa,

Desa Ilmu, 94300 Samarahan Land District,

Sarawak, Malaysia.

Miss Siti Farah Binti Lajim,

Lecturer of ENT 300 (Entrepreneurship),

University of Technology Mara,

Campus Samarahan

Jalan Meranek,

94300 Kota Samarahan, Sarawak.

Miss,

Re: Submission of our Business Plan

As stated, I; Fadhil Khair bin Mohd Harani, as the General Manager of Nerf, on behalf of my partners, would like to submit out Business Plan for your reviewing purpose.

2. By doing this Business Plan, we are hoping that we can be able to manage and improve our financial bases. We wish to further improve on our presentation appropriately. All the information should be available in the Business Plan included together with this letter.

Your time and support is highly appreciated.

Thank you.



(Fadhil Khair bin Mohd Harani)

General Manager of Nerf

1.6 INTRODUCTION TO THE BUSINESS PLAN

Nine out of ten of wealth sources in the world are gained through business & the remainder of agriculture. By holding to this saying, our company, Nerf, has decided to venture into business of providing Nerf services, not only the toys but also a place to play the game, with mounting hope to be successful in the world of entrepreneurship.

Nerf was created by the partnership of five business potentials. All partners had agreed as stated in the agreement letter which consist of amount of capital, profit and loss will be divided as stated ratio. Nerf was chosen because unlike paintball, Nerf can be played by children under the age of six, we want to widen our business to all ages and gender. Moreover, it is easier to secure financial assistance from financial institutions compared with sole proprietorship. Other than that, ideas, talents, and skills that can be establish together for better future management of Nerf in the future, can be generated.