



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

REVOLUTION OF FURNITURE

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Executive Summary

Revolution of Furniture (ROF) is a manufacturer and seller of furniture, located in Sabah, which is in Kelombong and at Suria Sabah Shopping Mall for the factory and showroom respectively. ROF expects to catch the interest of customers with middle range income base with convenience, folded, hidden and unique furniture. The company plans to become a leading company in the Malaysian Furniture Industry. The company also aims to offer its product at a lower price, but able to cover the production cost, to compete with existing competitors in the furniture industry.

ROF has came up with an idea to produce a unique and yet less expensive 'hidden furniture'. Hidden furniture is furniture that is combined with a framework, and become a frame which contains furniture. This will assist in reducing the space used for furniture in the house

ROF is incorporated in Sabah. It is equally owned and managed by its five partners. The company intends to hire full-time workers which consist of five top managements and nineteen general workers.

ROF offers broad range of furniture, which varies from the pattern, folding design, shape, and colours. Each of the furniture is made to suit the customers' desires, down to the smallest detail. The company provides single-furniture and complete furniture sets at all, in which, the daily total production of the furniture is 12 units.

The furniture industry in Malaysia has recently experienced rapid growth since there are an increasing number house development especially apartments, and small houses such as Program Rumah Mampu Milik, which both usually have small space area conducted by the Malaysian Government. It is undeniable that people would definitely look out for furniture that required the least space area.

ROF expected to raise RM484,823 of its own capital, and to borrow RM400,000 from Bank Rakyat Berhad as a ten-year loan. The company anticipates sales about RM928,744 in the first year, RM1,114,492 in the second tear, and RM1,448,840 in the third year of the plan. The company does not anticipate any cash flows problems.