



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
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BUSINESS PLAN



VIOL-ETTA PARTY PLANNER

FACULTY / PROGRAMME FACULTY OF CIVIL ENGINEERING (ECI 10)

GROUP: ECI 1040

PROJECT TITLE: VIOLETTA PARTY PLANNER BUSINESS PLAN

PREPARED BY:

GROUP MEMBERS	ID NO.
AIREEN NAJWA BINTI JASMA	2017219116
NUR IMAN HIDAYAH BINTI ABDUL HAL	2017226596
RAINI FAZLYN BINTI BAHRO	2017224022
DAYANG NURZAFIRAH HAZIRAH INTI AWG RAZ	2017207662
NURSHERENA BINTI SAFRI	2017207558

PREPARED FOR:

MDM. SIT! MARDINAH BINTI ABDUL HAMID

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EXECUTIVE SUMMARY

Violetta Party Planner is a small event planning partnership business including five great managers who manage the operations and control the budget in order to make it a successful plan. This business provides wonderful decorations, luscious and mouth-watering type of cakes and an organize party planning. It is located surround Desa Ilmu neighbourhood in Samarahan, Sarawak, thus targeting our customers in the area.

With five great managers, Miss Aireen Najwa as a General Manager, Miss Raini Fazlyn who held the position of Marketing Manager, Miss Nur Iman Hidayah as an Administration Manager, Miss Dayang Nurzafirah Hazirah as the Operational Manager and lastly, Nursherena as a Financial Manager. Besides, our two workers including a driver and a baker who helped us in achieving the mission of being the great event planner in the region.

Our managers are keen and wise on creativity and thinking skills to ensure everything is taken care of with ease, and to imply our vision that is "Fresh and Innovative Ideas" to impress the customers. Other than that, by doing an event planning business is not a super-demanding event, it is actually to communicate better with customers by having meetings and managing vendor relationship with other clients. Because managing the budget is a part of the drill, hence we guarantee that our managers will organize their parts wholeheartedly in this business.

After plenty of time of doing research on event planner, it is not easy to manage everything without assisted by the managers and other workers to achieve the real goals. This is because every manager has a different job and responsibilities in handling the business. Despite different responsibilities, every manager is motivated to work together in order to make Violetta Party Planner a successful business. We are very determined that our business will create experiences and memories, thus bringing joy and visions for our beloved customers.

1.0 GENERAL MANAGER PLAN

1.1 Introduction to the business

a) Name of the business:

To come up with a suitable name for a party planner, the business is called Violetta Party Planner. "Violetta" comes from the word of a flower in the Old French word, "violetTe". It fits the whole theme of business even though it sounds soft, but when a flower blooms, it sparks joy whenever someone picks it. Therefore, as an example, a customer will attract to the word "Violetta" in the future. "Party Planner" is added to clarify that our business is an event planner.

b) Nature of business:

Violetta Party Planner is a partnership business where five ambitious entrepreneurs decided to manage an event planner with success to gain benefit from the business. We brainstorm our own ideas and creativity in order to achieve the goals for the company, thus experiencing and multitasking while running a company. In other words, Violetta Party Planner will provide excellent service, organized event and colourful decorations and cakes only for beloved customers.

c) Industry profile:

Violetta Party Planner is an event-planner-based in the region of Samarahan. The business is created for people to learn on how to create the best events or being the best organizer in the area. Besides, the chosen customers are mostly from modern families and not just for party people. We are determined that around 20% to 30% of customers will enjoy the service that we provided. In this case, the company will meet the clients and work with them to ensure the upcoming event will run smoothly. Other than colourful decorations and luxurious-looking cake, we guarantee that the scope of the event is planned smoothly and organized, we monitor the event activities carefully so that the clients are satisfied with the service. In addition, event planner is rarely found in the region of Samarahan. Samarahan is kilometers away from Kuching, the city of Sarawak. Hence, the company is located not far from neighbourhood area around Desa limu. We grab this chance to build a business over the area so that the customers would not have to travel far just to seek an event planner. As the year goes by, we hope that the company is expanding together with more new customers and new suppliers in the near future.

1.2 Purpose of business plan

A business plan is prepared to guide the ambitious entrepreneurs in making a successful business. It is crucial to have a written business plan for the success of the organization or the company. In this case, with the power of managers in each segment, budgeting and operations are controlled by the experts in order to achieve the goals of the business plan. Therefore, there are purposes of a proposed project plan.

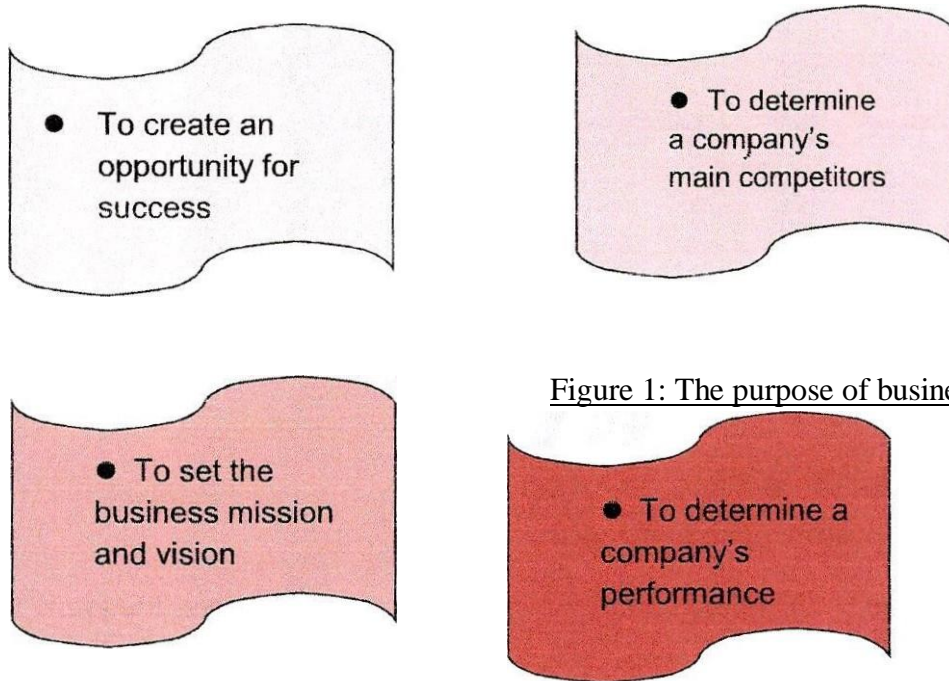


Figure 1: The purpose of business

Business plan plan

Usually, a business plan is essentially strategic. The purpose of business plan is clearly to create an opportunity for success of the company. Thus, each business will have different set of resources and suppliers as well as better profitability and increased fixed assets. For example, a business plan is taught based on financing of every business. The main purpose of business is to get better financing. Financial affair is made to gain profit for the company and benefits for customers and entrepreneurs. A business is started with a large amount of money, counted as the capital of a company. The amount of money will be utilized based on rental cost, salary of workers, raw materials and so on. The money that has been spent on the costing segment will get back its profit based on customers' feedback and recommended vendors. Better profitability of a business determine on how the business will earn its benefits to ensure it is successful in the future, to be the customers' first choice and to have more franchises in other region.