



اَوْنِفُورْسِيَّتِي تِيكُونُ لَوِيكِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**NARK ENTERPRISE ( SMART SC)**

PREPARED BY:

FACULTY & PROGRAMME: Faculty of Business Management

Diploma in Business Studies

SEMESTER: 5

PROJECT TITLE: Case Study (Business Problem)

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Dear Madam,

I am very pleased to enclose our business plan and this cover letter will consist of the introduction of our business plan, budget needed for operate our business, sales forecast about our product and the information about our product that will need you to see. We look forward with the positive possibility for investing some amount of fund in our business so that we can operate the business and achieve our objectives and goals.

Nark Enterprise is new innovation business entering the industry. We strive to meet and exceed the number of the shopping mart in the Klang Valley, recognized by the people because of the quality innovation of Smart Trolley products that we offer. We are providing the shopping mart with a low labor cost and easier transactions as well as the new shopping experience to the people.

Our process is to install the normal shopping cart into an electronic shopping cart that we named Smart Shopping Cart. Showing the price of items that is put inside the trolley with the technology of Rfid, and the easy billing system at the cashier with wifi technology that can easily access by the cashier without the need to unload the trolley.

After studying the business plan, I am hoping that you will be interested in our business and know that it worth for your investment. We urge your consideration to be serious with our business and accept our proposal form with clear understanding. We are looking forward to receive a business proposal from you

## **Executive Summary**

Our company name is Nark Enterprise and this business focuses on new innovation of technology which is Smart Trolley. We are planning to set up the business office and warehouse at Jalan Perusahaan, Pendamaran, Port Klang 42000. A partnership company consist of four owners, with a total of capital contribution od RM110,00. The four owners in the company act with a different role which is General and Administrative manager is to plan, implement and control the overall management of the business, Marketing manager is to promote the business organization and product to the customer as well as to identify the target market of customer, Operational manager is to make sure the company is running as well as possible, with a smooth and efficient service that meets the expectation of the customers and clients and Financial manager is to manage the transaction to the customer. We decide to open up this business is to make sure our innovation product which is the Smart Shopping Cart manage to get through into the market of a few selected shopping stores in the Klang Valley. Our product is the innovation of a shopping trolley installed with electronic components such as Rfid Scanner, Digital screen and a software installed into the electronic components in order to scan every item that are put inside the trolley with the total price appeared on screen. At cashier, the wifi technology is used and the cashier will know straight away the total price of the items inside the trolley without the need to take them out. This will give lot of time and cut the long queues. We see this as an opportunity to get this product in the Malaysia market as we are the first company to produce this technology in Malaysia. With this product, the shopping mart can reduce the labour cost of the company as a few cashiers only needed. This will also give the customer in the mart a whole new experience as they don have to wait for a long queue at the casher the price appeared to the screen will keep the customer on budget every time they shop.

## CHAPTER 2: ORGANIZATIONAL PLAN

### 1.2 INTRODUCTION TO THE ORGANIZATION

#### vii. Vision

To create a better shopping experiences for the many people.

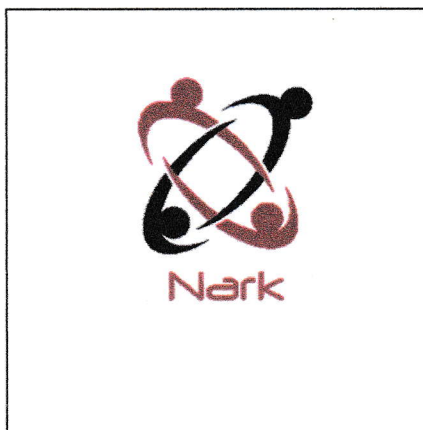
#### 1.3 Mission

An easier shopping experiences, with the potential of cutting cost and a sustainable world class business for the long run.

### 2 Objectives

To make sure customer in every shopping stores in the Klang Valley will have the experiences of using our product in 12 months' time.

#### 2.1.4 Logo & Description



The red colour: Represent strong will, motivation and fierce.

The black colour: Represent elegant and prestige

Logo: Represent advance technology because our product is the first technology in Malaysia