



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT 530 PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN



WEAVERS MALAYSIA

FACULTY OF BUSINESS & MANAGEMENT

BA232 3B

SUBMITTED BY

FAKRUL AZZIM BIN ABDULLAH	2020614396
NAZRIN SYAZWANI BINTI MOHD NAZIR	2020470126
SYAZWANIE BINTI SAFAR	2020862688
NUR AINA SHUHADA BINTI ABD GANI	2020846674
NUR IZZATUL SYAHIRAH BINTI MOHD RAFIE	2020602788

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

14. 01. 2022

TABLE OF CONTENT

TITLE PAGE	PAGE
COVER PAGE	i
TABLE OF CONTENT	ii
ACKNOWLEDGEMENT	iii
LIST OF TABLES	iv
LIST OF FIGURES	v
EXECUTIVE SUMMARY	vi
1.0 COMPANY PROFILE	1-3
2.0 ENVIRONMENTAL INDUSTRY ANALYSIS	4-9
3.0 DESCRIPTION OF VENTURE	10-11
4.0 MARKTING ANALYSIS AND COMPETITION	12-24
5.0 OPERATION/ PRODUCTION PLAN	25-36
6.0 ORGANIZATION PLAN	27-42
7.0 FINANCIAL PLAN	43-48
8.0 PROJECT MILESTONES	49
9.0 APPENDICES	51-62

EXECUTIVE SUMMARY

This assignment focuses on creating a social business in Malaysia. Our group had chosen to create a website business namely Weavers Malaysia. This business is based on websites all around the world, especially in Malaysia. The physical office is located at Kampung Baharu, 26060 Kuantan, Pahang. Our business offers a service which is a trip for people to the songket factory, and we also help the songket weaver to promote their songket product on our website.

This business is a partnership business and only has four employees. This business was led by Fakhrul Azzim and his team which are Izzatul Syahirah, Syazwanie, Nazrin, and Aina. The main focus of this business is to introduce songket throughout the state and abroad as well as to elevate songket as the country's traditional wears. Weavers Malaysia want to promote the art of songket to the public and help the songket traders and weavers to grow their business. This business also wants to help weavers generate income by supplying quality songket according to customer tastes and preferences.

Weavers Malaysia do the trip activity at Kuantan, Pahang due to that state being famous with the songket product and the quality of the songket is very nice and smooth. This can attract more people to come and support the songket product. Our business target market are students, family, tourists, and also teenagers. This business is operated every day except Wednesday. All of the customers will book their date and time to go to the songket factory trip not only at the office, but also can book and buy trip tickets through the website. This will make it easier for our customers to get and use our service.

Besides that, Weavers Malaysia has a lot of advantages to compete with other competitors such as EXO travel, Al Masyhur International Travel & Tour Sdn. Bhd. (AMI Travel) and Star Travel. All of our employees have good communication and skills in serving customers to make sure that our customers will not be dissatisfied when using our service. We also use social media platforms such as TikTok, Twitter and Instagram to promote our business and use the 5G high speed internet network to avoid any internet problems and make it easy for our customers to use our website. When compared to other competitors, our company offers a wide range of trip packages at reasonable pricing. All of our customers are also provided with easy transportation by our company. We also have a meal package, so that our customers don't have to buy food on their own throughout the trip.

This business finance is through the personal contributions of RM10,000 apiece from the partners and RM100,000 of bank loan to start-up the business capital and costs. All of us are hoping that our business will grow bigger not only well-known in Malaysia, but also all around the world and can gain a high profit every year.

1.0 COMPANY PROFILE

1.1 Organization Background

Name of Organization	Weavers Malaysia
Business Address	Kampung Baharu, 26060 Kuantan, Pahang
Website/Email Address	weaversmalaysia.com
Telephone Number	016-0000000
Form of Business	Partnership
Main Activities	<ul style="list-style-type: none">· Doing a trip to the songket factory.· Help promote songket weaver products.
Date of Commencement	22.03.2021
Name of Bank	Maybank
Bank Account Number	-

Table 1.0: Organization Background

The name of our organization is Weavers Malaysia. Our physical office is located at Kampung Baharu, Kuantan Pahang. Weavers Malaysia is a service business that help community to enjoy the best service with high trusted services. Therefore, our website to run our service is weaversmalaysia.com. Besides, if the customers having trouble in our website or have any questions to ask, they can direct call to 016-6832110. Furthermore, our business is a partnership business that consist of five members. Our main activities are doing a trip to the songket factory and help promote songket weaver products in order to give them income due to pandemic. Date of commencement is on 22nd March 2021. In order to make sure all of the transactions easy to access and records, we have chosen Maybank as our main bank.