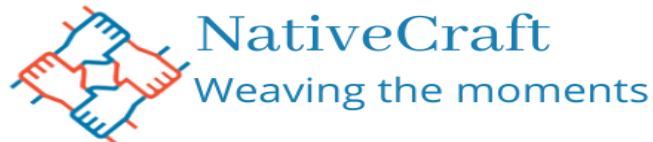




BUSINESS PLAN TITLE



Faculty : Faculty of Accountancy
Program : Bachelor in Accountancy
Group : MAC2204B
Course : Principles of Entrepreneurship
Course Code : ENT 530
Semester : 4
Group Name : NativeCraft Enterprise
Group Members :

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Submission Date: 30th January 2022

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1.0 EXECUTIVE SUMMARY

The name of the company is NativeCraft Enterprise, which was inspired by our five team members journey to discover the hidden talent of the indigenous people in making their special handmade woven craft and to innovate their unique skills to the same level of craftsmanship in Malaysia. Our ideas came in hand as the Mah Meri indigenous was being unemployed and unexposed to the market. With collaboration with our local artisans, a special handmade woven bag of the same quality as the other brands will be made. In ensuring satisfaction in our customer, our product have two option which the first one, our customer can buy our completed product in our store and the other one is they can pre-ordered with their preferred customization.

With our vision to be the first local Mengkuang woven bag to be sold and distribute abroad and to be the number one compoany that developing our handmade product into the product that can be beneficial for the customer, we can ensure that NativeCraft Enterprise will strive and make many collaborations with artisans around the world. As for now, our mission it to provide and produce the best quality handmade Mengkuang woven bag that can compete with current fashion and trends.

According to the Geographical analysis, our store is located near the Mah Meri Cultural Village which are the main attractions in Teluk Panglima Garang. Other than that, it is also located in the middle of the city which means it is easy to go to our store and our woven bag manufacture place. With technological advances nowadays, NaticeCraft Enterprise comes with the online store and advertising which will be the game changer with our competitors.

NativeCraft Enterprise was a newly established company on 1st January 2022 with the finance of our five team members and bank loan. NativeCraft Enterprise expected to be able to make a profit for the first two years of the operations.

2.0 COMPANY PROFILE

2.1 Company Name & Logo

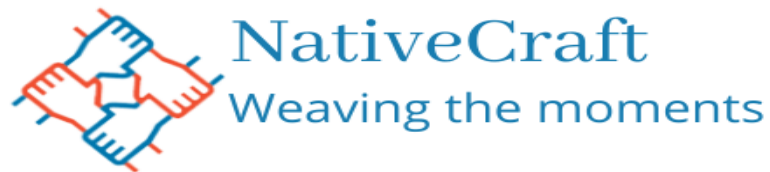


Figure 1: Company Logo

NativeCraft Enterprise was founded in 2022 to serve our indigenous people in undeserved and unemployed community. We empower these communities with the complete business ethical operations including manufacture, collaboration designing, market access, supply chain training, financial support and fair-trade commercial. Our long-term goal is to create a community of indigenous people that self-sufficient and build a sustainable livelihood. As a result, the economic growth in the artisan sector will increase and develop. Other than that, as the skills and technique being used to craft the woven bag have been passed down from many generations and family, this sources and unique process need to be preserved. By combining the traditional craftsmanship with the modern artisans, our heritage craftsmanship will be preserved as the product will be uniquely cultural piece of arts.

2.2 Company Background

Company Name	NativeCraft Enterprise
Business Address	Persiaran Eco Sanctuary, 8/3, 42500 Teluk Panglima Garang, Selangor (Store) No 7, Jalan Waja 14, Zon Perindustrian Bebas, 42500 Teluk Panglima Garang, Selangor. (Office and manufacturing store)
Telephone Number	+6000000000
Fax Number	+6000000000
Email	NativeCraftEnterprise@gmail.com
Form Of Business	Partnership
Main Activity	Mengkuang Woven Bag
Date of Commencement	1 st January 2022
Registration Number	SA04793491-A
Date of Registration	6 th February 2022
Name of Bank	Maybank Berhad
Bank Account Number	-

Table 1: Company background