



اُونِيُوَرَسِيْتِي تِي كُونُولُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



OCTOBER 2021 – FEBRUARY 2022

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530) – BUSINESS PLAN

GROUP PROJECT

FACULTY & PROGRAMME CODE : ACCOUNTANCY (AC220)

SEMESTER : 4

PREPARED BY:

STUDENT'S NAME	MATRIC NO
ADDINA SYAZA BINTI ABDUL AZIZ	2021102645
FARIESHA SYAZWANI BINTI AZMIR	2021149453
NUR ANNISA BINTI SHAHARIN	2021178603
SALMIZA AINATASYA BINTI MOHD ZURIMI	2021190051
MUHAMMAD HAFIZ BIN MOHD ZAKI	2021369011

GROUP: MAC220 4B

PREPARED FOR: MADAM SITI NAZIRAH BINTI  
OMAR

SUBMISSION DATE: 30 JANUARY 2022

Faculty of Accountancy Universiti  
Teknologi MARA Cawangan  
Melaka Kampus Alor Gajah  
78000 Alor Gajah, Melaka.

DATE

Madam Siti Nazirah Binti Osman  
Lecturer of Fundamentals of Entrepreneurship (ENT530)  
Faculty of Business and Management  
Teknologi MARA Cawangan Melaka Kampus Alor Gajah  
78000 Alor Gajah, Melaka.

Madam,

Submission of the Business Plan (ENT300)

Attach is the business plan entitled "The Woodpecker" to fulfill the requirements needed as the university requirement.

Below is the list of the group members that involve in completing this business plan:

- |  |              |
|--|--------------|
| 1. Addina Syaza Binti Abdul Aziz       | (2021102645) |
| 2. Fariesha Syazwani binti Azmir       | (2021149453) |
| 3. Muhammad Hafiz Bin Mohd Zaki        | (2021369011) |
| 4. Nur Annisa binti Shahrin            | (2021178603) |
| 5. Salmiza Ainatasya Binti Mohd Zurimi | (2021190051) |

Thank you.

Yours sincerely,

*Addina*

Addina Syaza Binti Abdul Aziz  
General Manager

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## 1 EXECUTIVE SUMMARY

Since planning a business may have been seen as a piece of cake, it certainly is not an easy route. Planning requires patience along with the readiness of certain entities, preparing themselves before entering the entrepreneur's hectic world. Our company – The Woodpecker, has done the research and planned our business plan thoroughly. It is to make sure to be fully prepared so that we can overcome any hurdles that come our way. This business plan of The Woodpecker has been detailed in terms of the marketing and operation strategies, financial budgets as well as administrative expenses. Therefore, we had narrowed down our targeted public schools which are located in Sarawak, Malaysia. The Woodpecker manufactured school desks set (desk and chair) and sells them at a cheaper price to the government. In a nutshell, The Woodpecker is a social company that helps provide school desks sets that are designed especially for students to give extra comfort throughout the classes. The manufactured school desks sets will be made out of recycled waste. The Woodpecker kills two birds with one stone as we are not only aiming to help public schools that lack facilities but also preserve the environment.