



اَوْبُوْ سَيْتِيْ تَيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
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MARA

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ASSIGNMENT 4: BUSINESS PLAN

BUSINESS TYPE: GIFT BOX

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TABLE OF CONTENT

NO.	CONTENTS	PAGE
	EXECUTIVE SUMMARY	6
1.0	BUSINESS DESCRIPTION	8
	1.1 Organization Background	8
	1.2 Organization Logo / Motto	9
2.0	OWNER DESCRIPTION	10
3.0	ADMINISTRATION PLAN	15
	3.1 Organization Chart	16
	3.2 Administration Personnel	17
	3.3 Schedule of Tasks and Responsibilities	17
	3.4 Schedule of Remuneration	18
	3.5 Office Furniture and Fittings	18
	3.6 Administration Budget	20
4.0	MARKETING PLAN	21
	4.1 Introduction	22
	4.2 Marketing Objective	23
	4.3 Description of Product	24
	4.4 Target Market	28
	4.5 Market Share and Market Size	28
	4.6 Sales Forecast	33
	4.7 Summary of Sales Forecast	36
	4.8 Market Strategy	37
	4.9 Manpower planning	42
	4.10 Schedule of Task and Responsibilities	42
	4.11 Marketing Budget	43
5.0	OPERATION PLAN	44
	5.1 Introduction	45
	5.2 Process Planning	48
	5.3 Operation Layout	50

EXECUTIVE SUMMARY

Sukhi Gift Box Enterprise is a business that offers a variety of gift box and bouquet designs for Malaysians. People nowadays love surprises and present. Based on that statement, our company will serve the best surprise and present service that can be customized by customers where it is good to satisfy their desires. Therefore, our company has chosen to take this advantage to introduce a giftbox and bouquet service to Malaysians.

Sukhi Gift Box is a partnership-based business formed by five partners consisting of two male employees and three female employees. However, each of the partners will play various positions in the company's management, including General Manager, Administration Manager, Marketing Manager, Operational Manager, and Finance Manager. The mission of Sukhi Gift Box is to bring joy, comfort and inspiration into the lives of customers by providing high quality but affordable gift boxes. On top of that, our vision is to become one of the best Gift Box Companies in the local area.

Our business is located at Sunway Velocity Mall, Cheras, Kuala Lumpur which is at Lot no. 59 Ground Floor, Sunway Velocity Mall Lingkaran SV, Sunway Velocity, 55100, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. We agreed to select this area because the target customer for this area is high due to the large population in Kuala Lumpur where it is increasing year by year. Moreover, this location is very strategic because Sunway Velocity Mall is one of the famous malls in Kuala Lumpur and has many attractions. Hence, our products are classified into two types of service : customers can purchase our product directly and customers can customize their order based on their desires.

Last but not least, our business also provides two main options for customers to collect their order by walk-in through our shop for self-pickup or choose a delivery service. Since our company is located in Kuala Lumpur, the area that will be covered for delivery is Kuala Lumpur, Selangor and Putrajaya by a reasonable delivery charge. Thus, this would allow our company to expand and evolve into a larger entity in the future.

1.0 BUSINESS DESCRIPTIONS

Nowadays, there are various online stores on social media that offer gift boxes, which the majority of customers wish to surprise their loved ones with. However, other gift box shops are doing hybrid business but are having trouble balancing it either offline or online. As a result, Sukhi Box Enterprise will attempt to balance it in the hopes of increasing sales and sustaining the business.

Sukhi Box Enterprise started at Sunway Velocity Mall, Kuala Lumpur.

1.1 ORGANIZATION BACKGROUND

Name of the organization	Sukhi Box Enterprise
Business Address	Level 3A, Sunway Visio Tower, Lingkaran SV, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.
Business hour	9 a.m. - 10 p.m.
Website / Email Address	giftbox@sukhi.biz.com
Telephone number	018-2819716
Form of Business	Partnership
Main Activities	Provide gift box
Date of Commencement	1 st June 2022
Date of Registration	28th December 2021
Name of Bank Account	CIMB Bank