



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS MANAGEMENT (TRANSPORT) (BA117)

J4BA117

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: DRINK FOR YOU(D4U)

PRODUCT NAME: DRINKING WATER

PREPARED FOR:

MISS RAHAYU IZWANI BINTI BORHANUDDIN

PREPARED BY:

NAME	MATRIC NO
AIMAN NUR BIN MAD RAZUKI	2019670708
MOHAMAD ARMAN SYAHIER BIN MOHD SOHAIMI	2019296526
MUHAMMAD KHAIRUDDIN BIN ABD MANAN	2019249804
MUHAMMAD ZIKRY HAKIM BIN MAZLAN	2019258214
MUHAMMAD FARHAN BIN NORIZAN	2019691814

ACKNOWLEDGEMENT

Assalamualaikum Warahmatullahi Wabarakatuh, first of all, we would like to express our gratitude to Allah S.W.T for enabling us in completing this Business Plan as one of the obligate assignments for ENT 300 subject. Special thanks to our lecturer for guiding us in every aspect in the subject. Not to forget, our parents for supporting us throughout the process of perfecting this task. Without the support from them, this task would not be possible to be completed. Many difficulties were faced during these processes, but we managed to overcome the hardships and learn through every mistake that were made. Through these problems, we learned how to become more professionalized in managing problems and how to work in a team. Lastly, thanks to all the members who have contributed their time and hard work to this business plan.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

- 1 INTRODUCTION
 - 1.1 Name of Business
 - 1.2 Nature of Business
 - 1.3 Industry Profile
 - 1.4 Location of the Business
 - 1.5 Date of Business Commencement
 - 1.6 Factors in Selecting the Proposed Business
 - 1.7 Future Prospects of the Business

- 2 PURPOSE
 - 2.1
 - 2.2

- 3 BUSINESS BACKGROUND
 - 3.1
 - 3.2
 - 3.3

- 4 BACKGROUND OF PARTNERSHIPS
- 5 LOCATION OF BUSINESS
- 6 MARKETING PLAN
- 7 OPERATIONAL PLAN
- 8 ADMINISTRATION PLAN
- 9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

Drink For You (D4U)

Our Mission

Drink For You offers superior drinking water to that need a fresh, clean, delicious, and cheap drinking water. Our team will ensure that everyone will be pleas with the quality of our product after purchasing our drinking water.

The Partnership.

Drink For You is headquartered in the City of Pasir Gudang, Johor. The partnership is owned by partners Muhammad Khairuddin Bin Abd Manan, Aiman Nur Bin Mad Razuki, Muhammad Zikry Hakim Bin Mazlan, Mohamad Arman Syahier Bin Mohd Sohaimi and Muhammad Farhan Bin Norizan.

The management of Drink For You consists of every partners that will be taking hands-on management roles in the company. In addition, we have assembled a position to every partner to provide management expertise. The positions are:

1. Muhammad Khairuddin Bin Abd Manan as General Manager.
2. Muhammad Zikry Hakim Bin Mazlan as Administration Manager.
3. Mohamad Arman Syahier Bin Mohd Sohaimi as Marketing Manager.
4. Muhammad Farhan Bin Norizan as Operational Manager.
5. Aiman Nur Bin Mad Razuki as Financial Manager.

1. Introduction (Arial 12, BOLD)

1.1. Name of the Business

Drink For You (D4U)

1.2. Nature of Business

D4U is a small business which purposely establish to help and ease for all people in Malaysia. This company always takes a positive and optimistic approach to bottled water, rallying everyone to enjoy a consistently fresh beverage that enlivens both the body and the mind. Other than that, this company is targeting to build a progress nation with innovation where it can be applied in everyone's daily life.

1.3. Industry Profile

The water bottle industry is a wide and stable industry where the demands are increasing constantly due to the increase in population. This industry is one of the most influential industries to community people in Malaysia.

Here in Malaysia alone, the recent population statistics have reached over 30 million capacities. With the increase in population, the demand of water bottle supply will very much likely to be increased. This type of industry demand will never be depleted as water is a necessity in human lives.

The production of water bottle such as plastic bottle has long shelf life and has the potential to be exported to other countries. This allows our company to sell the products overseas increasing the market size and sales of company.