



FACULTY OF MECHANICAL ENGINEERING

UNIVERSITI TEKNOLOGI MARA (JOHOR), PASIR GUDANG CAMPUS

ENT300 "FUNDAMENTALS OF ENTREPRENEURSHIP"

GROUP ASSIGNMENT: BUSINESS PLAN

COMPANY NAME: VIOLET THE CARPENTER

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Bismillahirrahmanirrahim,

First and foremost, we would like to thank Allah S.W.T for giving us the strength to complete our project without much problems. Many thanks to our Entrepreneurship lecturer, Madam Siti Shahidah Binti Sharipudin for her guidance and suggestions upon completing this business plan. Deepest thanks and appreciation to our parents, family and friends for their unconditional love and word of encouragement until our business plan is fully completed.



EXECUTIVE SUMMARY

Violet The Carpenter company is a form of business based on partnership which consist of four members which hold important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000.00 where contribution of each member is RM 25,000.00.

This company provides multi-purposes furniture using the pallet wood according to the customer design. Violet The Carpenter with motto of 'Variety Of Ones' is located at Ayer Keroh with address: No 17, Jalan KF4 Hang Tuah Jaya, Lingkaran Mitc, 75350 Melaka, Malaysia.

Violet The Carpenter is a company which focuses on production of furniture in Malaysia. This company provided furniture which is wanted by the customer nowadays as it is easy to consume and have multi-function. Differences normal furniture design compared to our company design makes this furniture look more interesting and suitable with all sizes of houses especially for those with small houses as this product can fit even in small spaces.

To make it more attractive we decided to make some innovation by implying our creativity and modern element in this furniture. We have done some research that Malaysia is one developed country which consist of the people with lower income level and higher income level. Thus, we recommended this furniture suitable with all type of income level as the prices of our furniture is reasonable and affordable

1.0 INTRODUCTION

Nowadays, in Malaysia as in other developing countries the business sector has an enormous potential for improving the nation economy and income. Because of this positive development, we find ourselves interested in getting involved in the business sector. As we have seen, there are a lot of businesses in Malaysia, especially in the furniture industry. So we take this opportunity to bring out our name, which is Violet The Carpenter.

Violet The Carpenter is a business that provides multi-purposes use of furniture based on pallet wood. These days, people currently demand on the product that are more convenience to use. As for this, we decided to introduce our 3 in 1 furniture to allow them to grab this deal to have this product at the affordable price.

Our company name inspired from the meaning of Violet itself which is, imagination and spirituality. The Violet brings us the inspiration to create the product beyond customer's imagination. The nature of this business is instant furniture. We innovate this furniture in a modern way to suit the trends.

Violet The Carpenter will be launched on 15th January 2021 and will be located at the Kota Fesyen, MITC Ayer Keroh Melaka. Kota Fesyen, MITC Ayer Keroh Melaka is a quite known in that area. This place is near to the supplier of our product and it is near to residential area