



**UNIVERSITI TEKNOLOGI MARA
SABAH BRANCH CAMPUS
KOTA KINABALU SABAH**

**ENT/ETR 300
FUNDAMENTAL OF ENTREPRENEURSHIP**

SMART PHONE ENTERPRISE



PREPARED BY:

JAMRI BIN UNDANG	(2007205832)
JAMAL BIN AMIN	(2007262508)
MOHD RAHMAT BIN YUDIN	(2007262512)
SARTINA BINTI AMIR	(2007262506)
ANNAHARA BINTI MUHD TAIB	(2007262516)



NO	ITEMS	PAGE NO
	BUSINESS PLAN PROPOSAL	i
	SUBMISSION LETTER	ii
	ACKNOWLEDGEMENT	iii
	CONTENT	IV – VI
1.0	INTRODUCTION PLAN 1.1 Company Logo and Definition 1.2 Purposes 1.3 Business Background 1.4 Background of Partners 1.5 Partnership Terms Agreement	1 – 11
2.0	ADMINISTRATION PLAN 2.1 Introduction of Organization 2.2 Layout Plan of Location 2.3 Facilities of Location 2.4 Organization Chart 2.5 Administration Personnel 2.6 Schedule of Tasks and Responsibilities 2.7 Schedule of Remuneration 2.8 Workers Incentive Scheme 2.9 Floor Plan of Office 2.10 Office Equipment and Supply	12 - 26



	2.11 Administration Budget	
3.0	OPERATION PLAN	27 – 40
	3.1 Introduction	
	3.2 Pellet Processing Flow	
	3.3 Material Requirement	
	3.4 List of Machine and Equipment	
	3.5 Process of Fish Food	
	3.6 Factory Side	
	3.7 Ingredient Cost Of Fish Food	
4.0	MARKETING PLAN	41 – 53
	4.1 Profile of Product and Services	
	4.2 Target Market	
	4.3 Marketing Contract	
	4.4 Flow Chart of Sales	
	4.5 Market Size	
	4.6 Competitors	
	4.7 Market Share	
	4.8 Sales Forecast	
	4.9 Marketing Strategy	
	4.10 Marketing Budget	
5.0	FINANCIAL PLAN	54 - 82
	5.1 Introduction	
	5.2 Administration Budget	
	5.3 Marketing Budget	
	5.4 Operation Budget	



1.2 BUSINESS PLAN PURPOSE

This business plan was prepared according to several purposes, which help the entrepreneur to realize our dream to establish the business organization which developed and competitive.

One of the Business Plan's purposes is as a guideline to the entrepreneur in managing the business that they want to do and to understand more about the proposed business in order to determine the potential of the business in the future prospective.

The contents of Business Plan are strongly covered many aspects so that we can run up our business and business' strategies appropriately. On the other hands, we can always remember and struggle to achieve our business' mission and vision.

In addition, Business Plan helps us to analyze and evaluate our business performance either advance forward or does not reach the standard level. Then, we also look for brilliant ideas on how to develop and enhance our business. We use this Business plan as a guideline to predict the sale, cash flow and financial statement.

To conclude, this Business Plan enables us to be successful entrepreneurs to access our business thoroughly, critically and practically.

SMART PHONE



1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND

- (a) Name of business : SMART PHONE**
- (b) Address : SMART PHONE, LOT 1 GROUND FLOOR
WAWASAN PLAZA, JALAN API-API 88000
KOTA KINABALU SABAH.**
- (c) Tel. no : 088-885434**
- (d) Fax no : 088-885433**
- (e) Form of Business : Partnership**
- (f) Main activity (S) : Selling Hand phones, accessories and
Reload Coupon.**
- (g) Date of Registration : 1 January 2010**
- (h) No. of Registration : 4421-12**
- (i) Date of commencement : 1 February 2010**
- (j) Initial (own) Capital : RM 120,000.00**
- (k) Name of bank that give loans : -**

