



## **FUNDAMENTAL OF ENTERPRENEURSHIP (ENT300)**

### **BUSINESS PLAN**

#### **COVEY ENTERPRISE**

**FACULTY : FACULTY OF ADMINISTRATIVE SCIENCE AND  
POLICY STUDIES**

**PROGRAMME : DIPLOMA IN CORPORATE ADMINISTRATION**

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## EXECUTIVE SUMMARY

Covey was established in year 2019 with the aim to produce and sells good quality headscarves for women with reasonable price. Covey was headed by General Manager, Miss Carroll, followed by Administration Manager, Sir Yusri, Marketing Manager, Sir Irsyad and Sir Hafizudin, Operational Manager, Miss Shafira and lastly Finance Manager, Miss Faten. Covey boutique was located at Lot 69, Blok B, Vista Magna, Jalan Prima, Metro Prima, Kepong, 52100, Kuala Lumpur. The boutique is a 2floor store building where the ground floor is for showroom and the first floor if for the office. The deposit rental of Covey boutique is RM1,600 and RM9,500 per month. Besides that, Covey promotes its product. through the website Covey, (<https://www.instagram.com/coveypeofficial/>) and media social, (<https://coveypebusiness.wixsite.com/my-site>). However, Covey does not conduct business online and purchases are only made in boutique. There are four types of Covey's products with different prices such as Matte Lux RM55, Bawal Lux RM50, Cotton Lux RM40, and Serkup RM18. By conducted a survey, Covey has identified their target market in Kuala Lumpur which is teenagers that can constantly attract them to purchase the headscarves. Thus, the modal per person of Covey is RM8,000. The business hour of Covey operates from 10.00 a.m. until 10.00 p.m. on Monday to Sunday and close on Friday meanwhile the operation hour operates from 10.00 a.m. until 6.00 p.m. on Monday until Sunday and close on Friday. Covey own a small factory in Taman Perindustrian Persiaran Astana/KU2, Bandar Bukit Raja, 41050 Klang, Selangor, Malaysia. The deposit of rental Covey factory is RM900 and RM9,000 per month. The own contributions of Covey divided into two which is RM35,162 for cash and RM10,900 for existing fixed assets. Covey also make RM65,863 loan and RM22,843 hire-purchase. Covey start its first sales in January 2020 and gained RM873,606 at the end of 2020. According to the cash flow, Covey gained deficit for the first three months, January, February and March in 2020 and surplus from April until December in 2020.