



اَوْنِبُوْرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300 FUNDAMENTALS OF ENTREPRENEUR

BUSINESS PLAN

KANDLELIT



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TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY	4
2.0 BUSINESS BACKGROUND	5
Business Information	6
Reasons for starting the business	7
Purpose of the business plan	8
KANDLELIT's location	9
3.0 PARTNERS BACKGROUND	11
General Manager / Financial Manager	12
Operational Manager	13
Administration Manager	14
Marketing Manager	15
Partnership Agreement	16
Mission, Vision, and Logo	25
Organizational Chart	27
Personnel Schedule	28
Schedule of Task and Responsibilities	28
Schedule of remuneration	29
Office Furniture & Fittings	30
Office Supplies	31
Administration Budget	32
5.0 MARKETING PLAN	33
The objectives of KANDLELIT's marketing plan	34
Production Description	35
Target Market	37
Marketing Mix	40
Market size	41
Sales forecast	43
Competitor Analysis	44
Market share	45
Marketing Personnel	46
Schedule of Task and Responsibilities	46
Remuneration Schedule	46
Marketing Budget	47
6.0 OPERATIONAL PLAN	48
Process Planning	49
Production planning	53
Material Requirement Planning	54

Materials Supplier	56
Schedule of Task and Responsibilities	57
Remuneration Schedule	58
Operational Layout	59
Machine and Equipment Planning	61
Machine and Equipment Supplier	63
Business Location	64
Business and Operation Hours	66
License, Permits and Regulations Required	68
Operation Budget	69
7.0 FINANCIAL PLAN	70
Operational Budgets	71
Project Implementation Cost and Sources of Financing	74
Pro-forma Cash Flow (3 years)	75
Pro-forma Income Statement (3 years)	78
Pro-forma Balance Sheet (3 years)	79
8.0 BUSINESS MODEL CANVAS	80
9.0 CONCLUSION	81
10.0 APPENDICES	82



■ 1.0 EXECUTIVE SUMMARY

KANDLELIT is a local company with a main focus on producing and selling scented candles. This company was invented to fill a need in the local candle market and introduce the newly-founded scented body lotion candle. KANDLELIT's mission is to produce unique candles that are not only for aesthetic purposes but also benefit users by preventing microorganism infections while acting as a body lotion. KANDLELIT has a vision to be recognized as one of the leading companies in the candle-making business in Malaysia and the world. Besides, KANDELIT is built on a partnership of 4 executive members who occupy major positions in the organization. All these partners were given positions that are suitable to each and their own expertise and skills. By having these professional partners, KANDLELIT can ensure that all missions and visions can be met, and that the business can run successfully.

KANDLELIT is located in one of the buildings at Plaza Wangsa Maju as it is an ideal location for starting this business. This is because the location is already a well-known place for businesses, hence it is easier to attract customers. Furthermore, KANDLELIT provides a variety of scents of candles for customers to choose from. Customers have the option whether to buy a regular scented candle or a scented body lotion candle. KANDLELIT's target market is people that are interested in decorating houses or rooms because all of KANDLELIT's products can be used as decorations and centerpieces in a room. These candles could also be an amazing choice of gifts for special occasions such as Christmas, birthday or wedding celebrations. Since the product and service were delivered at affordable prices, the company continues to receive high demand. Due to that, the company can keep on expanding, although it has been operating for almost one year and a half.

Moreover, with the average sale forecast of RM169,965 per month, 4,250 units of regular scented candles and 2,430 units of scented body lotion candles are produced each month. The business is open everyday except on Friday and public holiday from 9a.m. to 10p.m. while operation hours which include office and production open from 9a.m. to 6p.m. Since the company's total capital is RM147,571, the general manager contributed 40% (RM59,028.40) while other partners contributed 20% each (RM29,514.20) and obtained a business loan from a bank for RM27,895. KANDLELIT's financial is also reported to be doing well. Hence, KANDLELIT is expecting and aiming to open a few branches throughout Peninsular Malaysia in 5 years.



2.0 BUSINESS BACKGROUND

