



MARA UNIVERSITY OF TECHNOLOGY

FACULTY OF CHEMICAL ENGINEERING

DIPLOMA IN CHEMICAL ENGINEERING (EH110)

FUNDAMENTALS OF ENTREPRENEURSHIP

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1.1 EXECUTIVE SUMMARY

The name chosen for our company is Keep-It-Safe. This name symbolized about the effectiveness for our main services of storage by keeping it secured.

The location of our business is in the area of Kota Samarahan. This place was chosen because of its strategic location. From our experience as a student, we know that every student who stayed on and off campus need a secure place to keep their belongings during semester breaks. For some of the student, campus might be far away from their hometown. Bringing their basic belongings such as pails, pillows, blankets, and etc to and from their hometown will be such a burden. This is where our services will come in handy. There are three different categories of our storage services which are daily and monthly packages.

This business is based on partnership where it consists of four (4) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 122,162.00 where the total contribution of each member is RM 13,040.50 and the rest is from the CIMB Bank loan.

Our business will be expected to commence on 15th June 2012 and our vision is to produce a high quality of storage services and be the success entrepreneur among others. This will be realized by the full cooperation and efforts among the partners to promote this company.

Based on the objectives above, we are venturing into storage services. Storage service has the potential of being a profitable business if it's done in modern way with large scale and systematically managed. We will expect that our business will become more developed in the near future because the demand for the storage service is high and not many entrepreneurs

1.4 INTRODUCTION TO BUSINESS PLAN

KEEP-IT-SAFE is a partnership business in which we specialized in providing storage services. Our company offer service that benefits customers. We introduce services starting from daily to monthly storage. Also, we offer delivery service where we pick and send things or belongings of our customers from and to their locations. In our business, there are four shareholders and all of these shareholders agree to share profit and loss together. It is stated in a clear agreement and based on legal contract in order to protect the right of each shareholder. Each one of shareholders hold equal amount of share because we believe that our business should emphasize the concept that everyone deserved to be treated equally the same and fairness is a must to all. Besides, venture for partnership is good way for us to combine ideas, creativeness and fulfill our interest towards storage services.

1.5 NAME OF THE COMPANY

The name of our company is KEEP-IT-SAFE. Why we choose KEEP-IT-SAFE as the name of our business? We choose this name based on few factors. Firstly, it is simple to remember. Since it is simple to remember, customers will find it easy to memorize our company's name rather than some random words that is nonsense. Also, when it comes into commercial and something catchy, KEEP-IT-SAFE is a suitable name. Other than that, our company's name itself brings out our main concern that we want to gain customers trust. The name, KEEP-IT-SAFE, means we will take a good care of our customers properties and thus, provide our best service to the public.

2.0 INTRODUCTION OF MARKETING PLAN

Marketing is a process of activities that are carried out systematically to encourage and increase sales of products or services. This process happens in between sellers and buyers. In starting or developing any kinds of business, marketing section is very essential and plays important role. Marketing generally term as how to make people buy, use, rent or own the products or services that we offer thus create profit. There are many ways to learn and how to obtain information in marketing section. It also requires creativity combine with efforts and uniqueness to make the products or services stand out among other competitors as well as maintaining continuous demand from the customer. Well planned marketing plan enables entrepreneurs to determine target market, identifies customers' needs and wants, to determine the market size, to forecast future prospects of the business, make sure the utilization of resources are used effectively, and most of all, to gain ideas for strategic marketing plan to gain maximum profit and sales and minimize and losses.

Marketing is a critical activity in any business because it is the backbone to the total business effort in achieving a profitable outcome. Consequently, the challenge in any business is to produce and offer a product that result in profit for the business and, more importantly, satisfies the target customer. Good marketing plan is needed to plan strategies on how to show a good image of company into the market. Good first impression may ensure more regular customers in the long run.

This marketing plan is to make related financial institutes to have more faith on our business to see this business as a potential business after all the strategic marketing plan. This will make us easier to apply for loan in order to establish our business in the future.