



UITM JOHOR KAMPUS PASIR GUDANG

EVENT DAYS

PRESENTATION 10%			
STUDENTS PARTICULAR			
FACULTY :		CHEMICAL ENGINEERING	
COMPANY NAME:		M.A.M.A.A.M ENTERPRISE	
PRODUCT:		HERBAL SOAP	
GROUP MEMBERS :		NAME	STUDENT I.D.
1	MUHAMMAD AMIR BIN KAMARUDDIN		2016533967
2	AHMAD TAJUDDIN TASNIM BIN MASAHOR		2016102631
3	MUHAMMAD SIDDIQ BIN BAKAR		2016582181
4	AHMAD ARIF HAKIMI BIN MOHD NAJIHAN		2016376805
5	AWANG MOHD NOOR HAKIM BIN AWG TAIB		2016542255
6	MUKHLIS BIN ALHARSIKANIL		2016101843
7			
EVALUATION CRITERIA			MARKS
1	FLUENCY AND CLARITY – 20% (Clear presentation on the proposed project)		(1/2/3/4/5) x 4 =
2	CONTENT – 40% (Understanding on the proposed project)		(1/2/3/4/5) x 8 =
3	DEFENSE ABILITY – 20% (Ability to respond, critics and queries by providing logical answer)		(1/2/3/4/5) x 4 =
4	GROUP ORGANIZATION AND TEAMWORK – 10% (Show team work spirit and information consistency)		(1/2/3/4/5) x 2 =
5	QUALITY AND CREATIVITY – 10% (Show quality and creativity of the presentation)		(1/2/3/4/5) x 2 =
OVERALL PRESENTATION MARKS			___/100
CONVERT TO 10%			___ X 0.1 = %
OTHER COMMENTS			PA NEL
			Name:
			Signature:
RECEIVED, DATE & AUDIT BY:			

ACKNOWLEDGEMENT

First of all, we would like to thank Allah SWT because of the strength that he gives to us, the time that we had and good health condition to five of us during the period of accomplishing this ENT 300 business plan. We also want to frame the deepest appreciation to Madam Thahira Bibi binti TKM Thangal for all his guides and support during the period of completing the business plan. Without him, it would be tough for us to accomplish the business plan. Lastly, we want to thank our friends because assisting us in this business plan and special thanks to group members because we have stick together through thick and thin.

Executive Summary

The name of our company is M.A.M.A.A.M. The nature of our business is partnership and main activity of our business is we produce Herbal Soap with Grater which is soap based product and supply our product to possible market. Our company is located at 9th Mile, Batu Kitang Road, 93350 Kuching, Sarawak. We decided to open our company at the location because it is easy for us to distribute our product to possible target market. Our target market is to sell the herbal soap product to the customer especially to the local market in Sarawak. They have been identified as people with needs or wants that can be met with the products from our company. Our company managers consist of Ahmad Tajuddin Tasnim bin Masahor as General Manager, Ahmad Arif Hakimi bin Mohd Najihan and Awang Mohd Noorhakim bin Awang Taib as Administrative Manager, Mukhlis bin Alharsikanil as Operating Manager, Muhammad Amir bin Kamaruddin as Marketing Manager and Muhammad Siddiq bin Bakar as Financial Manager. Each of managers contributes RM 20,000.00 per person except the Administrative Manager who contribute RM 10, 000.00 per person and that makes our initial capital worth RM 100,000.00. All of us have agreed to produce and supply herbal soap because people still demand the product and herbal soap also has health benefits that can mend skin diseases.

1.1 INTRODUCTION

In this modern era, the scientific medication has developed rapidly. Many new medicine and procedures have been introduced. However, there are people who still use the conventional way.

Herbal soap is one of the soap that is highly demanded by the public. Based on this reasons we can see there is a big business opportunity. So, we have reached an agreement to establish our business to produce and supply herbal soap to the possible target market.

We also want to commercialize herbal soap as to challenge our credibility and capability in supplying and introducing the importance of herb in treating skin disease to the public. Besides that, we also want to minimize the usage of drugs in our daily life.

We choose M.A.M.A.A.M as our company name because we produce and supply herbal soap which is a soap based product. M in our company name stand for medicine. Therefore, the public will know that we supply the product that can be used as a cure.

The nature of business that we are doing is producing and supplying herbal soap to the company that sell medication product such as mini shop, spa and kiosks in supermarket.

We believe that our business can develop very well as we possess marketing credibility to market our product. Hopefully we can overcome the risk and the unpredictable circumstances such as competitors, economic downturn and demand of people.

1.2 PURPOSE OF THE BUSINESS PLAN

The purpose of the business plan is to gather the information regarding the project and also used in the business plan to predict viability, forecast success and propose strategies for the project.

This business plan is important to be prepared and will be submitted to other parties for specific purposes and convince potential investors of the viability of a proposed venture. Furthermore, it is also use for us as entrepreneur to understand more about the purpose of business. Therefore, this will help us to make better judgment before investing in the proposed venture.

On the other hand, business plan can also be guideline for managing the M.A.M.A.A.M as a reality business in future. When it becomes reality, the plans and strategies outlined in the business plan will be an important benchmark to help us gauge our progress.

This Business Plan also assisting us as new entrepreneur to have solid and well-grounded information to supplement the planning and decision-making process with logical thinking and rational consideration rather than rely on emotion and gut feeling when facing the challenge.