



اَوْنُوْرَسِيْتِي تِي كُنُوْرِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

BUSINESS PLAN

BY

LOCAMASSA PVT LTD



RESEARCH .
INVENT .
IMPROVISE .

PREPARED FOR

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EXECUTIVE SUMMARY

LOCAMASSA PVT LTD

This business proposal presents an overview of business description, activities and goals for LocaMassa Pvt Ltd within three (3) years forecasted business period. LocaMassa Pvt Ltd will be operating in the state of Johor which is in the midst of developing into a high-rise city. The initiation of our product comes from the idea of sustainable products that can help to reduce waste and save the environment. Not only it is eco-friendly, it is also much more reasonable and easier to be obtained. Our company guarantees our invention can change the society's perspective in viewing the capability of an unwanted waste. LocaMassa will be operating at Bandar Seri Alam, Johor from Sunday to Thursday for 8 hours with 3 shifts with total up of 12 hours (10 a.m – 10 p.m). Our product is a sand made out of mussels' shell, can produce higher strength in replacement of sand in concrete.

LocaMassa Pvt Ltd aims to penetrate the market with 30% of market share among its main competitors with averaging the forecast sales of RM 67,625.00 monthly and it would generate about RM 811,500.00 sales revenue in the first year. The business will experience 5% and 10% increment in sales revenue and working capital for the second and third year of business. The financial resources will consist of a ten – year small medium ventures loan equal to RM 104,256.00 and hire purchase of RM 2,500.00 and the remaining will acquire from business equity which is partner's contribution. LocaMassa Pvt Ltd will continue to strive until the usage of mussels' powder will be spread worldwide to ensure that this business will be marked as a remarkable value.