

Technology Touching Lives



UNIVERSITI MALAYSIA SARAWAK



Business Plan

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What is a Business Plan?



- Document that thoroughly explains a business idea and how it will be carried out:
 - ✓ story of what the business is & will be
 - ✓ all costs & a marketing plan
 - ✓ description of financing
 - ✓ forecasts of earnings
 - ✓ propose strategies

Why Do we need a Business Plan?



- Saves times and money;
- Key to raising capital (convincing potential investors, financial institutions)
- As a guideline for managing the business
- To attract important employees (executives, experts, etc.)
- To allocate business resources effectively

Business Plan Components



1. Introduction	2. Purpose
3. Company Background	4. Owner/ Partners Background
5. Location of business	6. Administrative Plan
7. Marketing Plan	8. Operation Plan
9. Financial Plan	10. Conclusion

Introduction

- Executive Summary
- Name of the company
- Industry Profile
- Nature of business
- Date of business commencement

Purpose/ Objectives

- Must be clear, concise and coherent manner
- Can have more than one objectives
- Exp; if the business plan's purpose is to obtain a working capital loan from Malayan Banking Bhd for the amount RM 50,000, then the purpose statement can be stated as follows:

“ This business plan is prepared by Fair One Sdn Bhd for the purpose of obtaining working capital loan from Maybank for the amount of RM50,000”.

Company Background



- Name of the company
- Correspondence Address
- Form of business
- Date of Registration
- Business address
- Telephone Number
- Main activity
- Registration Number

Owner/ Partner Background

- Information here serves to highlight the owner's or partner's business credibility and their ability to manage the proposed business.
- Information about experience and training can be an important.

- The basic information required includes:

→ Permanent Address

→ Telephone number

→ Owners/ Partners name

→ Identity Card Number

→ Age

→ Martial Status

→ Academic qualification

→ Courses attended

→ Skills

→ Experience

→ Present occupation

Location

- Information may includes:

→ Maps of the locations

→ Building image (type and structure of building, condition, size and cost)

Administrative Plan



- **Manage the overall business objectives and goals.**
- **Business managing director or general manager housed here and manage the business routine and strategies.**

Some components in the administrative plan:

- **Company's vision and mission** → **organizational chart**
- **Manpower planning** → **task and responsibilities schedule**
- **List of office equipment** → **Administrative budget**

Marketing Plan



- In order to meet the demand of customer, the product offered must fulfill the needs and wants of the customer
- Information in marketing plan not only explain how to meet customer needs and wants but also how the marketing effort will link with the operational, administration and financial plan of the business.

Items in marketing plan of a business plan:

- Product/ service description
- Market size
- Competition
- Marketing strategies
- Target market
- Market share
- Sales forecast
- Marketing Budget

Operational Plan



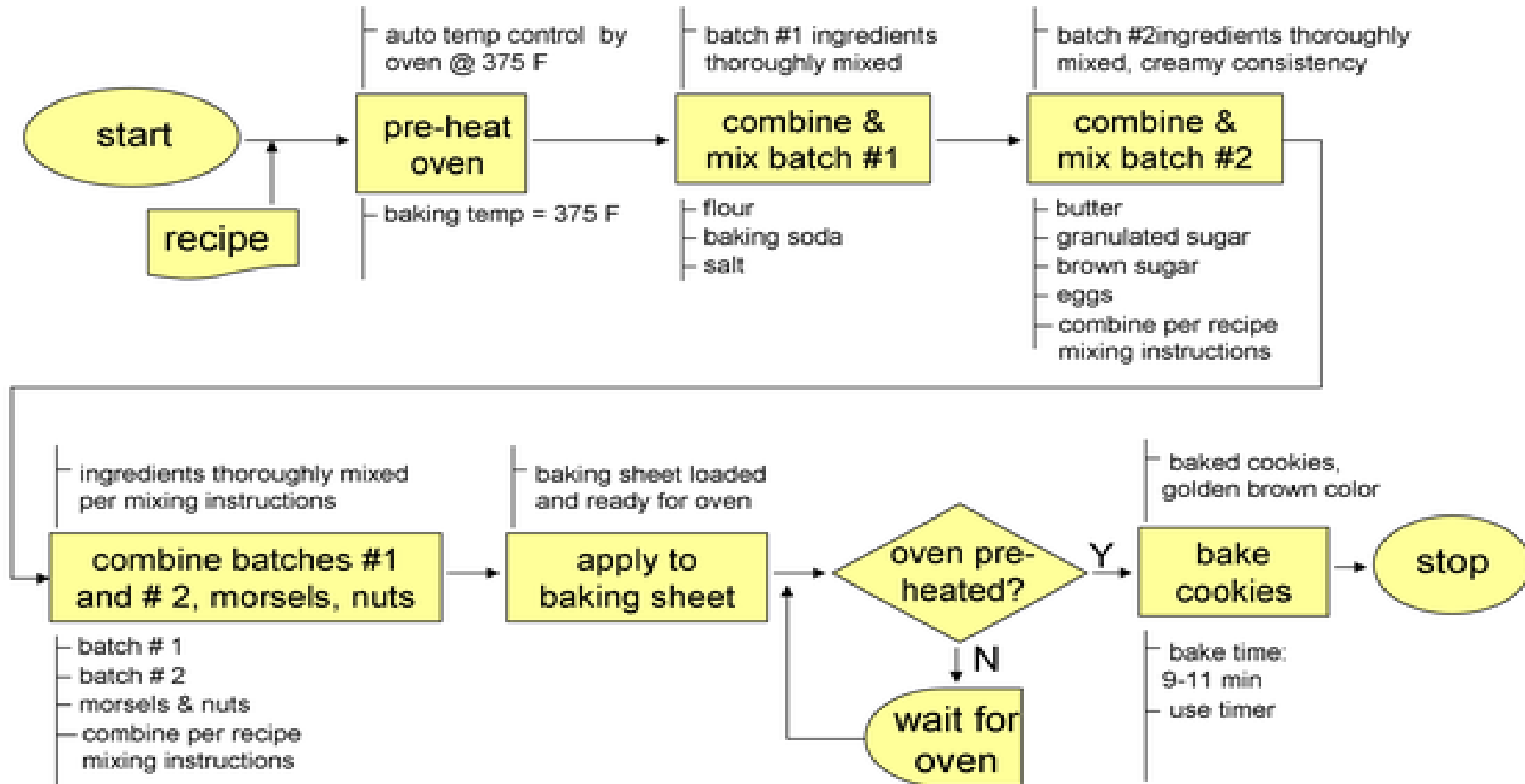
Production schedule

- Enable the business to meet the desired outputs.
- Closely guided by the sale forecast to ensure operations output is based on customer demand as reflected in sales forecast.

- Material requirement
- Machine & equipment
- Location (factory, office)
- Operation Budget
- Manpower Requirements
- Operation Layout
- Operation overhead

→ Process Flow Chart(example)

Process Flowchart – Nestle® Tollhouse Choc Chip Cookies



Financial Plan

- All the financial information in the administrative, marketing and operation plan are collated and summarized to give a picture of how much the business will cost to run.
- It is shown by preparing the following:
 - Project implementation cost
 - Profit and Lost / Income statement
 - Proforma Cashflow
 - Balance Sheet
- Information in this section is essential in analyzing the viability of the business
- Have an impact whether the business will continued as planned, be adapted or abandoned.
- As a guide and control business expenses

Conclusion



- **A brief summary of the main contents, main purpose of the business plan and other related points to bring the total plan to a close.**



**- The End-
Thank You**