|  |  |  |
| --- | --- | --- |
| **FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP (FPTT)**  **UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)** | | |
| **TECHNOLOGY ENTREPRENEURSHIP** | | |
| **BTMW 4012** | **SEMESTER I** | **2022/ 2023** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **CO** | **PO** | **C** | **P** | **A** | | **3** | **10** |  |  | 3 |  |  |  |  |  | | --- | --- | --- | --- | | **Test** | **Practical Work** | **Business Project Report** | **Business**  **Plan** | |  |  |  | 1 |   **GUIDELINE:**  **Business Plan Report (30%)** | | |
| **Objectives:**  A **business plan** is a formal statement of a set of [business](http://en.wikipedia.org/wiki/Business) goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.  **Instructions:**   1. This assignment should be done in a group of **not more** than **5** persons. 2. You need to develop a business plan for your new business venture. In implementing this project, you need to prepare a business plan which integrates the ideas of the business, business ownership, management, marketing, operational and financial. 3. Prepare a business plan based on the following form:    1. Cover Page    2. Table of Content    3. Executive Summary    4. Company background    5. Marketing plan (Target Market, Market Size, Market segment, Competitors, Market share, Marketing mix, sale forecast)    6. Operational plan (equipments. Manufacturing process/prosess flow)    7. Organization Aspect (Organizational structure, List of workers, roles & responsibilities, administration plan budget).    8. Financial plan (project implementation cost, capital, Loan Amortization & Depreciation value, Cash Flow, Income Statement & Balance Sheet)    9. Conclusion    10. Supporting document/Appendix 4. Business Plan as a final report should not be more than 25, one & half spaced pages of text, plus any tables that help the reader/lecturer. (Not including the Appendix) 5. Students should write Business Plan in English. 6. Please submit your assignment in softcopy. 7. **Plagiarism, copying,** and **cheating** will **NOT** be awarded any mark, and disciplinary actions will be taken instead. 8. Business Plan report should be submitted **on** or **before LECTURE 11 (30 DEC 2022, FRIDAY- before 5 pm). Each delayed submission will cost you 1 mark a day.** This report carries 30% for group marks. 9. Any inquiries/ questions/ problems regarding this assignment should be directed to your lecturer either during the lecture or via the online platform. | | |