

UNIVERSITI TEKNOLOGI MARA (UiTM)
SABAH
ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES

BUSINESS PLAN
DAPUR BERGERAK SDN.BHD

PREPARED BY:

MOHD FARHAN IZAIHAN BIN IZAIMI	2010321511
MARK ANTHONY	2010509375
MOHD AZFAR SYAFIQ BIN MOHD HASNAN	2010166483
SITI SUHARAH BINTI MAIMIN	2010180111
SH.QASNORADILAH BT.SYED SYED ABD. KASSIM	2010367475

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INTRODUCTION

The name of our company is Dapur Bergerak Sdn.Bhd.Our business is based on partnership which includes 5 persons who have certain qualification in business management and wide knowledge about Malaysian foods. We have chosen to open 'In-Truck Kiosk' which sell Malaysian Foods. We have chosen to open this business as a fact that '1Malaysia' concept has been accepted by Malaysian since there is variety of people in the country. The concept of '1 Malaysia' has been introduced by our current Prime Minister of Malaysia Datuk Seri Mohd Najib Bin Tun Abd Razak as to unite our people which come in various race , religion and culture.

As related, we will use the concept of '**1 Malaysia**' in our product as to promote the diversity of taste and unique shape of the Malaysian Tradition foods. 'Unique Malaysia 'was the name that called by other foreign countries because of its unique diversity of religion, culture and even foods. For foods, we serve food like ketupat (malay) , Roti Canai (indian) , Asam fish (chinese), Hinava (Kadazan-dusun) , Sagol (Bajau) , Ambuyat (brunei). We choosen the food from these races because it is the main race in Peninsular Malaysia and majority ethnic Sabah.

Furthermore, our kiosk will move from one destination to one destination (around Kota Kinabalu area which covers Indah Permai , University Apartment 1 & 2 , Teluk Likas and Waterfront near Anjung Senja) from 4.00 pm to 8.00 pm depends on the available stock. Our products are fresh and were cooked in the truck. Our 'in-truck' kiosk also served beverage such as Teh Tarik , Es Cendol , Kopi Kaw and much more.

Most important is that our business will be the first ever moving kiosk in Malaysia that served Malaysian Food which will be the new market for the entire entrepreneur out there.

Business plan purposes

This business plan was prepared by for the purpose of :

- I As a guideline in managing the business or the proposed venture.
- II To determine whether this business able to compete in the market that full with established competitor.
- III To grab the business opportunities in the local market as well as to promote Malaysian traditional foods to the world.
- IV To exposed and encourage the numbers of Bumiputera involvement as an entrepreneur for being involved in this business.
- V To be in line with the government objectives which is the concept of '1 Malaysia' by our Prime Minister Datuk Seri Mohd Najib Bin Tun Abd Razak which of course to united all the people in Malaysia that comes in various races and culture.
- VI To commercialized the Malaysian food business as well as to attract foreign countries to import the product.
- VII To fulfill the requirements of the ENT300 subject.

BUSINESS BACKGROUND

Name of the Business : Dapur Bergerak Sdn Bhd

Business Address : Lorong 5, Lot 46 , Alamesra ,Jalan Sulaman,
88670 Kota Kinabalu Sabah.

Correspondence Address : dapurbergeraksdnbhd@yahoo.co.uk

Contact number : 0168118827

Form of business : Partnership

Main Activities : Serve Malaysian Food

Date of Commencement of : In progress
Business

Email : dapurbergeraksdnbhd@yahoo.co.uk

Facebook : Dapur Bergerak sdn bhd @ facebook.com

Date of Registration : In Progress

Registration Number : In progress

Name of Bank : Bank Islam Malaysia Berhad

Bank Account Number : In progress

Capital : RM150,000

Capital Distributor : Each of the business partners contribute
RM 20,000.00 and RM 50,000 loan from
Bank Islam Malaysia Berhad