



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

EXPRESS FOOD ENTERPRISIE
DIPLOMA IN PUBLIC ADMINISTRATION

NAME

MATRIX NO

MOHD SALEHAN SELAMAT
EVAINESTA ALBERT
MERELENE DUNGKUNG
NUR ATIQAH ABDUL DIE
AYU ANDIRA MOHD ABIDIN

2010528967
2010962717
2010907437
2010171901
2010147029

TABLE OF CONTENTS

BIL.	TOPIC	PAGE
1.0	INTRODUCTION :	
	1.1 Executive Summary	6-7
	1.2 Logo	8
	1.3 Definition of Logo	9
	1.4 Business purposes	10
	1.5 Business background	11
	1.6 Background of partners	12-17
	1.7 Partnerships terms agreements	18-21
2.0	ADMINISTRATION PLAN :	
	2.1 Introduction to the organization	23-24
	2.2 Business Address	25
	2.3 Business Location plan	26-35
	2.4 Administration Personnel	38
	2.5 Task Description	38-40
	2.6 Schedule of Remuneration	41
	2.7 Workers Intensive Scheme	41-42
	2.8 Office Equipment	43-53
	2.9 Administration Budget	54
3.0	MARKETING PLAN :	
	3.1 Product and Service description	58-63
	3.2 Target Market	64-65
	3.3 Market Size	66
	3.4 Main Competitor	67-69
	3.5 Market Share	70-72
	3.6 Sales Forecast	73-74
	3.7 Marketing Strategy	75-78
	3.8 List Of Marketing Personnel	79
	3.9 Schedule Of Tasks And Responsibilities	79
	3.10 Schedule Of Remuneration	79
	3.11 Marketing Budget	80

4.0	OPERATION PLAN :	
	4.1 Operation Process	83
	4.2 Process Flow Chart	84-85
	4.3 Capacity Planning	99-100
	4.4 Material Requirement	101-102
	4.5 List Of Operation Personnel	103
	4.6 Schedule Of Task And Responsibility	103
	4.7 Schedule Of Remuneration	104
	4.8 Machine And Equipment	105-106
	4.9 Operations Office Space Layout Plan	110-114
	4.10 Location	115-121
	4.11 Operation Overhead	122
	4.12 Operation Budget	126
5.0	FINANCIAL PLAN	
	5.1 Introduction	135
	5.2 Financial Plan Objective	136
	5.3 Financial Plan Strategies	137
	5.5 Background Business	139
	5.6 Administration Budget	140
	5.7 Marketing Budget	141
	5.9 Operation Budget	142
	5.8 Sales and Purchases Budget	143
	5.10 Project Implementation Cost and Source of Finance	144
	5.11 Depreciation of Fixed Asset	145-147
	5.12 Loan and Hire Purchase Repayment Schedule	148
	5.13 Cash flow Statement	149-150
	5.14 Income Statement	151-152
	5.15 Balance Sheet	153
	5.17 Financial Ratio	155-157
6.0	CONCLUSION AND RECOMMENDATION	158
APPENDIX		159
REFERENCES		

1.1 EXECUTIVE SUMMARY

We are graduate student from University Technology Mara (UiTM), Kota Kinabalu, Sabah. Our company consists of five managers which are General Manager, Administrative Manager, Financial Manager, Marketing Manager and Operational Manager. We plan to sell the express food and drinks such as sausages, nuggets, dumpling, meatball, fishcakes, yong taufu, "kuih-muih" and etc. While, our drinks is made from juice fruits and sky juice. Our business premise will be located in UiTM, Kota Kinabalu, Sabah. We choose this business because we would like to fulfill one of human needs which are food and this kind of business has not yet performs in UiTM. We have planned to start our business in October 2013. Moreover, we borrowed money around RM64000.00. The product that we intend to sell is fast food and drinks because nowadays people want to get the fast service because the student routine life is so busy. This kind of food we serve are easy to prepare that's why we have choose this service. While, the drinks are in lower cost and also easy to prepare and many people are interested to buy this drinks. We intend to sell it by using a mobile which is van mobile where this mobile will move throughout the UiTM area. The prospect of our business in term of revenue, we forecast that in early four monthly incomes, we expect that we does not have any income or we might get loss because we are new ventures and need to pay certain things such as van mobile rental and etc. We are intending to get the money to start the business by making loan with CIMB Bank at Kota Kinabalu, Sabah. In conclusion, we confidently sure that our business will be improve day by day and we will also expanding our business to another place such as Taman Indah Permai, Taman Seri Maju, Taman Kuala Menggatal and any places nearby with the success that we have achieve. Our business partnership also will contribute 51.4% to our business to ensure the loan is low that we will pay to the CIMB Bank.

1.4 BUSINESS PLAN PURPOSE

The business plan is prepared for various reasons. Among the main reason are:

- 1) To allow entrepreneur viewing and evaluating about the propose business venture in objective critical and practical manner.
- 2) To analyzing and evaluating the viability of a propose venture
- 3) To convince relevant parties about the investment potential of the project
- 4) To assist in managing the company business
- 5) To develop good planning in handling resources.