



**UNIVERSITY OF TECHNOLOGY MARA
PULAU PINANG
ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP
ROLLINGSTONE SDN BHD**

PREPARED BY :

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ACKNOWLEDGEMENT

Assalamualaikum W.B.T ,

First at all, we would like to express our deepest thanks and praise upon Allah for his blessing we may finish this project for ENT 300 Fundamental of Entrepreneurship as needed in study scheme. This project has given a lot of knowledge for us as we can know the business flow and strategy. There is a lot of chance in entrepreneurship as we can see the chances of the business.

This opportunity we would like to thanks to our parents for their blessing and nonstop support to us. Not forget our classmates and people around us who help either direct or indirectly in completing this task to fully complete. Without their help we maybe cannot successfully complete the project.

We would like to say thanks a lot to our lecturer and the backbone for this project Madam Nur Hayati for all the help and knowledge to us. Really thank to her for the never ending guidance throughout this project, the processes of getting the right idea for solving the problems, to sharpen our thinking skills and problem solving. Although the time is much shortens, somehow it was enough to prepare ourselves in this project with priceless knowledge to take it in the real life afterwards.

Furthermore, we are also grateful and thanks to our personal advisors for their advice and cooperation in helping us understand the real world situation and their own personal experienced. This will helping us a lot in applying this project for the real deal if it success in the future.

Lastly, thanks to all Rolling Stone SDN BHD, for their teamwork, cooperation and never ending effort in this project.

**LETTER OF SUBMISSION**

Diploma in Hotel Management,
MARA University of Technology,
Penang Branch,
10250 Permatang Pauh,
Pulau Pinang.

(Tarikh)

PUAN NORHAYATI BINTI HASSAN,
ENT 300 Lecturer,
MARA University of Technology,
Penang Branch,
10250 Permatang Pauh,
Pulau Pinang.

Dear Madam,

OBJECTIVE OF SUBMISSION BUSINESS PLAN.

According to above matter, I represent my group consist of three :

- a. Nur Syafiqah Binti Roslan
- b. Nur Syaheera Binti Mohd Fadhil
- c. Anis Syahirah Binti Abd Rahman

We would like to pass our business plan about Rolling stone SDN BHD for the completion of our ENT 300 assignment. We have completed all the task and requirement that you need and all of my group members have been taking part evenly and equally to each other in order to complete all of this business plans.

Business Address :-

ROLLING STONE SDN BHD,
B1-K2, Gurney Plaza,
Persiaran Gurney, 10250 Penang



EXECUTIVE SUMMARY

This business is based on partnership where it consists of three (3) members. Job allocation was divided equally starting from the General Manager, Administration Manager, Marketing Manager, Operational Manager and lastly Financial Manager. The business capital is amounted to RM where the total contribution of each member is RM and the rest is from the Bank loan.

THE ROLLING STONE is basically more into food sections. This is where we cook the food immediately when the order is proceed. Our market mainly focus is the consumers that come to visit the shopping malls. Not that they will give us benefits but they are also allowed to watch while cooking to gain experience. People are allowed to open another branch by going through the contract agreement process from the main source.

Our business will be expected to commence on 2012 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our capacity of making rolling paratha with variety sauce and fillings and to attract other companies to deal with us with a better price. We are expecting to open more branches like small booths in few places for start and if it is possible we would also like to expand the menu choices in the future. It all depends from the start where it all begins to show that people or consumers like it or not.



BUSINESS PLAN PURPOSE

The main purpose of this business plan is for the reference of several audiences / parties such as:

1. The Entrepreneurs (Rolling Stones managers).

To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.

2. Financial Institutions.

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business. Financial institution involved in this business project is Bank Pertanian Malaysia.

3. Suppliers.

Help convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long term business arrangement.

4. Company Staffs / Workers.

Help workers to understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities.

5. Customers.

Persuade and influence our customers regarding the products being offered and gives assurance and confidence to them to have business with us.