



UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

FACULTY OF HOTEL AND TOURISM MANAGEMENT

**ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

CUBE ENTERPRISE

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JUNE 2012 - OCTOBER 2012**



اَوْنَهْوَرَسِيَّتِي تَيْكُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

DECLARATION LETTER OF ORIGINAL WORK
FACULTY OF HOTEL AND TOURISM MANAGEMENT
HM112 – DIPLOMA IN FOODSERVICE MANAGEMENT
UiTM PULAU PINANG

“DECLARATION OF ORIGINAL WORK”

We, hereby declare that :

- **This paper is the result of our group effort work and investigation, expert where otherwise stated.**
- **All verbatim extracts have been distinguished by quotation marks and sources of our info have been specifically acknowledged.**

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We also would like to take this opportunity to thanks all that had involved in preparing this proposal. All the ideas, guidance and advises from them had help us to solve our difficulty while completing our business plan especially thanks to Tn. Hj. Abd. Razak Bin Sharif

And to all our special friends those help and support us. Insyallah we never forget all the kindness given from of you. Without your co-operation we believe that we would have a lot of problem to prepare this business plan. Lastly, we hope that all the goodness given to us will get the blessing from Allah S.W.T.

Thanks you.

EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (4) members.

The members consist of the General Manager cum Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 50, 602. We also take loan from bank amounted to RM 75,000.

CUBE Enterprise is a company related to the sweet corn based product. Our market focus is to introduce a new style of healthy fast-food to the public. The uniqueness of our product is it has variety of flavor, friendly-use container, and been accompanied with several types of toppings.

Our business will be expected to commence on January 2013 and our vision is to make our company a well-known producers of healthy fast-food that satisfied our worldwide customer.

This will be realized by the full cooperation and efforts among the partners to promote this company.

Based on the objectives above, we are venturing into the fast-food industry. Healthy fast-food has the potential of being a profitable business if it's done in modern and unique way that may attract customer at different age or gender.

We will expect that our business will become more developed in the near future because the demand for the healthy fast-food is high and yet now this kind of business is started to grow.

This will give more advantages for us to make our product more profitable and stabile in the long run.

Table of Contents	i-iv
Letter of Submission	v-vi
Cover Letter	vii
Acknowledgement	viii
Executive Summary	ix
Chapter 1: INTRODUCTION.....	1
1.1 Introduction	2-3
1.2 Purpose of Business Plan	4
1.3 Business Background	5
1.4 Partners Background	6-9
1.5 Business Location	10-11
1.5.1 Factors influencing Choice of Location	
Chapter 2: ADMINISTRATION PLAN.....	12
2.1 Introduction to the Organization	13-14
2.1.1 Vision	
2.1.2 Mission	
2.1.3 Objectives	
2.1.4 Logo and Description	
2.2 Organization Chart	15