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MARA



## FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300) BUSINESS PLAN

**TITLE** : FISH AND CHEAP BUSINESS PLAN  
**LECTURER'S NAME** : SIR AHMAD FAISAL BIN MAHDI  
**PROGRAMME** : DIPLOMA IN BUSINESS STUDIES  
**CLASS** : BM1115M1  
**DATE SUBMIT** : 17TH MARCH 2017  
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# SUBMISSION LETTER

Diploma in Business Studies

Faculty of business management

Universiti Teknologi Mara, Mukah, Sarawak

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Sir Ahmad Faisal Bin Mahdi

Lecturer of Fundamentals of Entrepreneurship

Universiti Teknologi Mara

Mukah Campus

96400, Mukah

Sarawak

11 March 2017

Sir,

## SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Referring to the subject stated above, we would like to submit our proposal for our project paper as tasked for Fundamentals of Entrepreneurship subject.

2. This business plan was made based on our food truck business named Fish and Cheap that serves three types of food.
  3. Our group have committed our duty in completing this business plan according to guidelines and requirement that were stated in our subject syllabus. This business plan is designed to serve as a guide for a business proposal that covers Administration, production, operation, marketing and financial aspects.
  4. We hope that this business plan will be in accordance to your standard. We value your comments and remarks that will help us to improve our knowledge in completing our proposal excellently.
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# EXECUTIVE SUMMARY

Fish and cheap food truck is a business that supply fast food with a fish-themed menu that includes fish and chips, fish burger and fish taco. As seen on our business name, we aim to sell our product at a cheap price without sacrificing our profit. Our business is located at Lot 649, Piasau Jaya Lorong 1A, Miri, 98000, Sarawak. We choose Miri as a place for us to enter our food truck business because in Miri there are existing food truck and we believe entering an existing market is much easier. Furthermore, local people in Miri shows a lot of interest in buying food from a food truck.

Our business consist of business partners that shares approximate amount of capital in order to start our business. Our partners consist of five people and each have their own respective position that includes General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. We also found out that our government is providing a grant of RM 10,000 for food truck businesses. Therefore, it is a great opportunity for us to enter this venture.

Our food truck menu consist of food that are well known from Britain, American and Mexican culture and as for that we want to promote these food here in Miri. We aim to deliver a unique and delicious food that are close to the authentic taste foreign food. We value importance of quality in our service as we believe that it is the key to have customers that we be loyal to us in years to come.

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# DETAILS OF COMPANY

Name of the company	: Fish and Cheap
Nature of business	: Contribution
Industry profile	: Our business is owned actively by partnership incorporated as Fish and Cheap Food Truck. Our business provide fish-themed product with three kind of variety.
Location of the business	: Lot 649, Piasau Jaya Lorong 1A, Miri, 98000, Sarawak
Date of the business commencement	: Our business will begin to operate on 1st January of 2017
Factors in selecting the proposed business	: Firstly, lots of food truck is coming to Miri area with people coming from foreign country over the weekend such as Brunei. This situation will help us to venture our business here in Miri and enter a newly created market. Other than that, there are no existing food truck serving fishery goods and we take this as an opportunity for us.
Future prospects of the business	: Our future prospect of the business is to upgrade our facilities. We want to make customer satisfied with a good quality. If we could achieve our goals, we will aim to expand our business to another level. We also want customer be friendly in terms of communicating with them because we want to be close to our loyal customers. Lastly, we want to attract new customers with a good service and try to come up with more products

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# PURPOSE OF PREPARING BUSINESS PLAN

Business plan is one of the essentials to opening up a business. Business plan is a written document that describes the purpose of a business activity that will be take under comprehensive manner. A business plan is a written summary of purpose of business venture. This will serve as an outline to guide the owner, supplier and our partners. This is needed as to avoid any miscommunication and further complication among all parties.

Other than that, we believe by having a business plan we can attract bankers with a clear and comprehensive documents that our business is an ideal investment and expected to thrive in the food truck industry thus obtaining a significant increase in capital application for the use of our business venture.

Next, this will also be used as a guideline for our business operation that will ensure all activities regarding our operation is aligned with our goals that we dream to achieve and will help to contribute in achieving a long term success in the industry.

Lastly, to distribute our business resources efficiently. In order to avoid any unfavourable losses and wastage in all aspect of our business we must take into account of all cost that will incur and distribute it carefully.

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