



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

HAKMILIK

Perpustakaan

Universiti Teknologi MARA (UiTM) Caw. Sabah

Beg Berkunci 71,

88997 Kota Kinabalu, Sabah

AMBUYAT CRACKERS

ENT 300 BUSINESS PLAN

Prepared by: 6teens Company

YURIQA BINTI ABDUL KAHAR	2012759407
NURAFIJAH BINTI SUBPERI	2012738607
AZIE BINTI MOHD FARID	2012385427
JANE NICASIOUS	2012124121
NOR AH MERAH BINTI HAMZAH	2012524071
NUR NADHIRA AEIZA BINTI YUSOP	2012379601

Diploma in Banking,
MARA University of Technology,
Kota Kinabalu Branch, Sabah Campus,
88997, Sepanggar,
Kota Kinabalu, Sabah.

Mrs. Dayang Haryani Diana bt Ag Damit
MARA University of Technology,
Sabah Campus,
88997, Sepanggar,
Kota Kinabalu, Sabah.

9 September 2015

Madam,

Submission of Business Plan Proposal (ENT 300)

Based on the subject stated above, we would like to submit the proposal of our final project paper for ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We are hope that our business plan that we recommended does fulfil your obligations. If there were any error or lack in any part are fully depends on us. Hence, we are appreciating to any comment or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analysing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Sincerely,

(YURIQA BT ABDUL KAHAR)
General Manager,
6TEENS COMPANY.

Acknowledgement

First and foremost, we would like to thank to our lecturer of this subject ENT300, to Mrs. Dayang Haryani Diana bt Ag Damit for the valuable guidance and advice. She inspired us greatly to work in this project. Her willingness to motivate us contributed tremendously to our project. We also would like to thank her for showing us some example that related to the topic of our project. In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much Pleasure. We would like to show our gratitude to Mrs. Dayang Haryani Diana bt Ag Damit for giving us a good guideline for assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment.

Many people, especially our classmates and team members itself, have made valuable comment suggestions on this proposal which gave us an inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment.

TABLE OF CONTENTS

CONTENTS AND TITLES		PAGE
1	INTRODUCTION	1
	1.1 Name of the company	2
	1.2 Address of the company	2
	1.3 Nature of business	2
	1.4 Factors in selecting the proposed business	2
	1.5 Future prospects of the business	2
2	PURPOSE	3
	2.1 Purpose of Business Plan	4
3	COMPANY BACKGROUND	5
	3.1 History, main activities, business details	6
	3.2 Logo of the company	7
4	OWNERS OR PARTNERS BACKGROUND	8
	4.1 Partnership portfolio	9-14
	4.2 Partnership agreement	15-19
5	LOCATION OF BUSINESS	20
	5.1 Physical site of business and its advantages	21
	5.2 Type of building and basic amenities available	22
6	MARKETING PLAN	23
	6.1 Marketing objectives	24
	6.2 Product or services description	25
	6.3 Target Market	26
	6.4 Market Size	26
	6.5 Market Share	27
	6.6 Sales forecast	28
	6.7 Marketing Strategy & Budget	29-31
7	OPERATIONS PLAN	32
	7.1 Process Planning	33
	7.2 Operations Layout	34

INTRODUCTION

In this era of modernization, some people might not even know about the existence of ambuyat and what ambuyat taste like especially the young generation has gradually ignored the practice of traditional food.

Ambuyat is one of the most popular foods in Sabah and Sarawak and especially to Brunei and local delicacy in the Malaysian states. The satisfaction of traditional food among the sabahan people was unlimited with the various taste of traditional food. Apart from that, our company which is 6Teens Company decided to create the idea of an Ambuyat Cracker from the waste of ambuyat where we innovate from the originality of ambuyat's taste to various types of ambuyat cracker. Ambuyat crackers were made with many flavour of taste which is black pepper, cheese, and coco. This will be wrapped in single packaging to ensure it is fresh and have high quality.

Furthermore, Ambuyat Cracker shop can be found at *Lot 1-39, Star City North Complex, 1st Floor, Jalan Asia City, 88100, Kota Kinabalu, Sabah* which can attract more customers such as tourist and local people. Hence, Ambuyat Cracker is able to search by our official page that can be found in facebook, blog and our templates. So, it is convenient visit to those who still seek or might be not familiar with our product of food. In short, Ambuyat Cracker may widen its product to global market due to its uniqueness and tasty.