



BUSINESS PLAN REPORT



**Lot 63, Jln Tanjung, 18500 Machang
Kelantan Darul Naim**

PREPARED BY:

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SUBMISSION DATE:

19 APRIL 2009



COVER LETTER

Diploma in Art And Design,
Department of Fine Art,
University Technology Mara,
Campus Machang, 18500 Machang,
Kelantan Darul Naim.

Pn. Nik Hasimah

Lecturer of ETR 300,
Mara University of Technology,
Campus Machang, 18500 Machang,
Kelantan Darul Naim.

19 April 2009

Dear Sir,

Submission of Business Plan Report

With regard to the above matter, we would like to present our business plan in a form of data and report. The business plan is concern with fast food operation and services and our business is known as **SHADOW BURGER ENTERPRISE**.

2. This business plan consists of all of our business information such as business background, the nature of the business, partner's background and etc. It also includes specific information on our administrative, marketing, operation, financial plans and other relevant information of our business.

3. We have given our best effort in presenting you with this report. With the information provided of our business, we hope that you will be satisfied with this business



plan report and will get a good cooperation from you. Any supporting suggestion and comment regarding the report by your side, we will take and accept it optimistically.

Thank you

Yours sincerely,

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(Ali Fahmi Sahar)

2005310023

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(Azizan Bin Mohd Yusof)

2006115213

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(Muhamad Faiz Naim Zainal Abidin)

2006115399

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(Md Rafy Bin Md Idris)

2006115231



ACKNOWLEDGEMENT

One of the most pleasant parts of doing this assignment is the opportunity to thank those who have contributed to it. Unfortunately, the least of expressions of thanks no matter how extensive – is always incomplete and inadequate. These acknowledgements are no exceptions.

Firstly, thanks to all of our members of the group that had successfully completed this Business Plan Report for the subject ETR 300. Our business plan includes all the scope of business management such as administration, marketing, operation, and financial. Each enclosure of the management, we had clearly expressed all the scope of business management.

Not to forget, thanks a lot to our lecturer, Pn Nik Hasimah for the guidance and encouragement in order for us to prepare this business plan. Besides that, we would also like to thank our informer especially KFC Tanah Merah. We hope that this project, will give us new experience and knowledge for the basic to set up a business. Thanks a lot again to whom who had helped us in the process of preparing this business plan. May god bless them. Thank you.



EXECUTIVE SUMMARY

SHADOW BURGER ENTERPRISE focusing on fast food services which is a food product which is categorized under western food and restaurants in areas nearby. We provide practical price for families and adults. Our company and factory can be found at **Lot 63, Jln Tanjung, 18500 Machang, Kelantan Darul Naim**

We start the business with the capital of **RM 55000.00** with loan of **RM 171,406** from Bank Islam Malaysia. Each partners contributed to the business with the amount of **RM 20000.00** from the General Manager and. **RM 10000.00** each from other partners. We believe that our company has a great prospective in this industry based on our three years forecasted market share and sales.

We have captured a total of 10 % of the market share in our second year of operating and 5 % from the second year, in the third year. We are operating for twelve months in a year, which means that we never stop our production of producing rempeyek and we receive order for every purpose. Besides that, during these months of operation we will also improve our service in terms of administration and operation by promoting our product through the whole country.