



اَوْبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS ADMINISTRATION
DIPLOMA IN BUSINESS STUDIES
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

YUMMY LUNCH BOX ENTERPRISE

STUDENT'S INFORMATION:

NAME	STUDENT ID
ADLIN BINTI MOHD ANIZAM	2017231536
IFFAH NATASHA BINTI AZHAR	2017231326
FARAH NUR DIANA BINTI ZAKARIA	2017230418
NAJWA BINTI NASRUDDIN	2017230442
NUR IRDINA BINTI MOHAMMED NASIR	2017247112

GROUP: KBA1115A

LECTURER'S NAME: MOHD NAJMIE BIN OSMAN

SUBMISSION DATE: 21 DISEMBER 2019



EXECUTIVE SUMMARY

The main purpose of this business plan is to defining our goals and the steps needed to reach them. It spells out our purpose, vision and means of operation. It also serves as our company's resume, explaining your objectives to investors, partners, employees and vendors. This business plan will help run our company with a more cohesive vision. It is our roadmap. By truly analyzing our plan for administration, marketing, operation and our financial to have greatly improve and chances for success. We have conducted our survey all people in Alor Setar through google form in order to identify our potential product in the eyes of our target market. Our target market would be family, working people and students. As from this survey we can say that our business plan would be a great business to be invested and to be operate.

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CHAPTER 1: INTRODUCTION

GENERAL MANAGER:
NUR IRDINA BINTI MOHAMMED NASIR

YUMMY LUNCH BOX ENTERPRISE | HAPPY LUNCH BOX

Chapter 1 Introduction

1.1 Introduction of the Business

Our company name is “Yummy Lunch Box Enterprise”. Yummy Lunch Box Enterprise is a door-to-door lunch convenience delivery service, which provides a nutritionally balanced, wholesome and yummy lunch delivered fresh daily.

Name of the business	: Yummy Lunch Box Enterprise
Nature of business	: Food & Beverage and Service
Industry profile :	
<p>The Healthy Lunch Box(HLB) are located at Unit No. CP 1-34, Tingkat 1, City Plaza, 05000 Alor Setar, Kedah. This location are strategic to operate the business because it consist an assembly of large number of employees. This business focusses the target market working people,students and families. The business are planned to be operate at 1 January 2020.</p> <p>HLB provide a healthy food inside of the lunch packaged in a disposable box to be taken away to eat. This business offer a great variety of a mouth-watering menu for breakfast to lunch and are operate daily. Thus, this business also provide a delivery service which makes it much convenient for people to order it.</p> <p>The HLB help to curb the problem of society in busy daily schedule from spending time to shop for, prepare and pack nutritious and appealing lunches for their own, kids and so on.</p>	
Business location	: Unit No. CP 1-34, Tingkat 1, City Plaza, 05000 Alor Setar, Kedah.
Date of commencement	: 1 January 2020
Factors in selecting the proposed business	<p>a) To encourage society to practice a healthy lifestyle due to our company focuses on making a good healthy lunch box.</p> <p>b) To keep unhealthy snacks out of the pantry by replacing with a healthy snacks such as fruits and mixed nuts.</p>