



FUNDAMENTAL OF ENTERPRENUERSHIP

ENT 300

COMPANY NAME: CoconutLicious Enterprise

PREPARED BY:-

Name	ID number
Noor Syafikha Binti Bujang Hassim	2013285908
Adzrima Binti Bujit	2013823806
Mohd Azri Hisyam Bin Jamil	2013626678
Siti Hidana Binti Sharkawi	2013689196
Indrakasumi Binti Sukacha	2013434822
Nur Asyikin Binti Simon @ Irwansyah	2013280026

PREPARED FOR: SIR JOHARI ABDULLAH

Table of content

Content	Page
Acknowledgment	1
Executive summary	2
Submission letter	3-4
Partnership agreement	5-7
Loan application	8-9
1.0 Introduction	10
1.1 Name of company	11
1.2 Nature of business	11
1.3 Industry profile	11
1.4 Factor of selecting the purposed business	12
1.5 Future prospect of business	12
1.6 Company's logo	13
2.0 Purpose	14
3.0 Company background	15
4.0 Owners of partnership background	16-21
5.0 Location of business	22
6.0 Marketing plan	23
6.1 Introduction	24
6.2 Marketing objective	25
6.3 Product description	25-26
6.4 Target market	27
6.5 Market size	28
6.6 Main competitors	29
6.7 Market share	30-31
6.8 Sale forecast	32
6.9 Marketing strategies	33
6.10 Schedule of remuneration	36
6.11 Marketing budget	36
7.0 Operational plan	37
7.1 Introduction	38
7.2 Objective of operation	39
7.3 Process planning	40
7.4 Operation layout	41
7.5 Production planning	45-46
7.6 Material planning	45-46

Diploma in Computer Sciences,
University of Technology MARA,
Sarawak Branch, Kota Samarahan Campus,
JalanMeranek, 94300,
Kota Samarahan, Sarawak.

Mr. Johari Bin Abdullah
Lecturer of ENT 300,
University of Technology MARA,
Sarawak Branch, Kota Samarahan Campus,
JalanMeranek, 94300,
Kota Samarahan, Sarawak. 23rd September 2015

Sir,

Submission of Business Plan Proposal (ENT 300)

As stated, I, Noor Syafikha Binti Bujang Hassim, as the General Manager of CoconutLicious Enterprise, acting on behalf of my fellow group partners, 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 admiration, marketing, operation and financial aspects.

3. We hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any part are fully depends on us. We would appreciate any comments 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 analyzing 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.

Yours faithfully,



(Noor Syafikha Binti Bujang Hassim)

General Manager,

CoconutLicious Enterprise.



BY COCONUTLICIOUS
Always Delicious

Executive Summary

The name of our company is CoconutLicious Enterprise. Our business is in the form of partnership which consists of six members. We had choose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time. Each partner contributes certain amount of capital as agreed in the partnership agreement. Each of CoconutLicious partner contributes RM 1500. There are no sleeping partners and all are entitled to participate in the business management. We agreed that Noor Syafikha Binti Bujang Hassim is our General Manager, Nur Asyikin Binti Simon @ Irwansyah is the Administration Manager, Adzrima Binti Bujit and Mohd Azri Hisyam Bin Jamil are the Operation Manager, Siti Hidana Binti Sharkawi as Financial Manager and Indrakasumi Binti Sukacha as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

CoconutLicious Enterprise is a beverages shop that offer coconut milk shake at a cheap and affordable price with high quality materials. We have decided to only provide coconut milk shake in our menu because we want to focus only on one product. Our premise will be located at G34&G91, The Summer Shopping Mall 1391-1403&108, Blk 1, Samarahan Land Dist, Jalan Dato Mohd Musa, 94300 Kota Samarahan, Sarawak. We offer two type of coconut milk shake whereby the first type is the normal one, each cup will cost RM 3.00 and the second type is the special one with vanilla ice cream as a topping, each cup will cost RM 3.50.