



اوتنوورسيٲي تيكنولوٲي مارا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**



**CHICKEN POPCORN SPOTS
PARTNERSHIP**

PREPARED BY:

FACULTY : FACULTY OF BUSINESS MANAGEMENT

PROGRAMME : DIPLOMA IN BANKING STUDIES (BM119)

SEMESTER : 5 (M1)

PROJECT TITLE : CHICKEN POPCORN SPOTS BUSINESS PLAN

GROUP MEMBERS :

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- 4. LORETTA LEMING LIAN (2015273678)**

PREPARED FOR:

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TABLE CONTENTS

PAGE NUMBERS

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS 4

1.2 PURPOSE OF THE BUSINESS PLAN 5

1.3 BUSINESS BACKGROUND 6

1.4 PARTNER BACKGROUND 7-10

1.5 FACTOR INFLUENCING CHOICE OF BUSINESS LOCATION 11-12

CHAPTER 2

ORGANIZATION PLAN

2.1 INTROCUCTION TO THE ORGANIZATION 13

 2.1.1 VISION

 2.1.2 MISSION

 2.1.3 OBJECTIVES

 2.1.4 LOGO AND DESCRIPTION 14

2.2 ORGANIZATIONAL STRUCTURE 15

2.3 ADMINSTRATIVE MANPOWER PLANNING 15

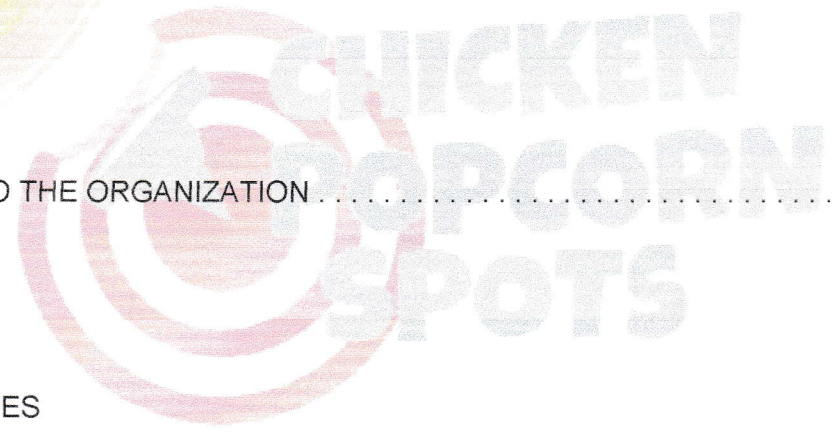
2.4 SCHEDULE OF TASK AND RESPONSIBILITIES 16-17

2.5 SCHEDULE OF REMUNERATION 17

2.6 COMPENSATION AND BENEFITS 18

2.7 LIST OF OFFICE FURNITURE AND FITTINGS 19

2.8 LIST OF OFFICE EQUIPMENT 19



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29 December 2017

Dear Madam,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, Chicken Popcorns Spots would like to submit our business plan for your analysis, evaluation and reference. Chicken Popcorns spots business partners and the site address are mentioned below:

Detail of the partners are as follow:

1. Nur Faatin binti Mohamad Jol (2015474828)
2. Fathin Nabila binti Mohd Fuzi (2015241644)
3. Fathin Nadia binti Samad (2015690598)
4. Loretta Leming Lian (2015273678)

Business address:

Level 3, L3-A02
Vivacity Megamall, Jalan Wan Alwi,
93350 Kuching, Sarawak.

We hope that our business plan will satisfy your requirement for our subject Fundamental of Entrepreneurship (ENT300). We also hope that our business plan will give huge benefit to those who are interested in doing the same business venture. Thank you.

Your faithfully,



(NUR FAATIN BINTI MOHAMAD JOL)

GENERAL MANAGER, CHICKEN POPCORN SPTS

EXECUTIVE SUMMARY

Introduction

Chicken Popcorn Spots (CPS) is start up chicken popcorn premise establishment located in Kuching Sarawak. CPS expect to catch the interest of regular loyal customer base with its broad variety of sauce. The company plans to build a strong market position in the town, due to the partners' industries experience and mild competitive climate in the area.

CPS aim to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents.

The Company

CPS is incorporated in the state Kuching. It is equally owned and managed by its four partners. Miss Nur Faatin is a general manager and administrative manager, Miss Fatin Nabila has extensive experience in sales and marketing, Miss Fathin Nadia are the operation manager and Miss Loretta Leming brings experience in the area of financial.

The company intends to hire two cashiers and three kitchen helpers to handle the customer service and day to day operations.

Products and Services

CPS offers a broad range of chicken popcorn product, all raw materials that we offered is from high quality product. CPS provides freshly prepared chicken popcorn at all times during business operations. The customers are allowed to choose their own sauces according their favorites.

For our services, we provide a waiting area to let the customers enjoying the facilities that we have provided while waiting their orders. We also provide that resistant packaging to easy them to hand carry the food. The quantity of our product is reasonable and suitable with the price that we offered.

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Chicken Popcorn Spots
- ii. Nature of the business : Partnership
- iii. Industry profile : Food industry
- iv. Business location : Kuching
- v. Date of commencement : Jun 2018
- vi. Factor in selecting the purposed business:
 - a) We want to create a new recipe for chicken popcorn.
 - b) To get high demand for chicken from every stage of age.
 - c) We want to sell something that is no available in Kuching area.
 - d) Easy and low-cost to operate the business.
- vii. Future prospects of the business:
 - a) To earn profit.
 - b) To expand our business to become larger and open many branches.
 - c) To make our customers satisfied with our fried chicken and services that we provide.