



UNIVERSITI
TEKNOLOGI
MARA



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

**Sweet Love Trigona Honey
PARTNERSHIP**

PREPARED BY:

FACULTY & PROGRAMME : FACULTY BUSINESS MANAGEMENT.
: DIPLOMA IN BANKING STUDIES (BM119).
SEMESTER : 5
PROJECT TITLE : Business Plan For SweetLove Trigona Honey.
GROUP MEMBER

1. SYAZWANI BINTI ASH'REE (2015278688)
2. SHARMILA BINTI SHAHHIN (2015652062)
3. RABIATUL RAUYAH BINTI RAHMAN
(2015823638)

PREPARED FOR:

MADAM SITI FARAH BINTI LAJIM

SUBMISSION DATE:

22nd DECEMBER 2017

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Diploma in Banking Studies
Faculty Of Business Management
Universiti Teknologi Mara
Cawangan Kampus Mukah,
KM7.5, JALAN OYA
96400 Mukah,
Sarawak.

Madam Siti Farah Binti Lajim,
Lecture of Fundamental of Entrepreneur (ENT300),
Faculty Of Business Management,
Universiti Teknologi Mara,
KM7.5, JALAN OYA
96400 Mukah,
Sarawak.

Dear Madam,
Submission of Business Proposal.

Referring to the matter above, SweetLove Trigona Honey would like to submit our business plan for your analysis, evaluation and references. Our business partners and site address are as mentioned below:

Detailed of the partners are as follow:

1. Syazwani Binti Ash'ree (2015278688)
2. Sharmila Binti Shahhin (2015652062)
3. Rabiatal Rauyah Binti Rahman (2015823638)

Business address:

Kampung Serpan Laut, Asajaya
94600 Sarawak.

We hope that our business plan will satisfy your requirement for our subject Fundamentals Of Entrepreneurship (ENT300). We also hope that our business plan will give huge benefits to those who are interested in doing the same business ventures.
Thank you

Your Faithfully.


(SYAZWANI BINTI ASH'REE)
(GENERAL MANAGER OF SWEETLOVE TRIGONA HONEY)

EXECUTIVE SUMMARY.

Our business, SweetLove Trigona Honey located at Kampung Serpan Laut ,Asajaya. This business form in partnership. We produce and supply 100% pure neutral honey from stingless bee itself. As known we have done our research our business is inspired from Trigona Enterprise by Manuchinr Smith. The purpose of this business is to encourage customer to consume trigona honey because it give variety of benefits to customer health.

For our business marketing objective is we want to fulfill the market demand to gain satisfaction from commodity and customers. We also have a healthy competition among the competitors. The customers need to know about the product details in term of the ingredient with no adding sugar and also term of clean, safe materials that been use. Our target market is based on mass market that include both group of customers that have different demand on needs and wants.

The financial plan for our business plan objective is to gain profit and to expand our business in Sarawak area. Our business will monitor every financial that go inflow and outflow include all the projection for every year of the business. To increase our profit, we will produce and comes out with many ideas and method to improve monthly of sales projection.

The future goals of Sweetlove Trigona Honey are to achieve every goals and can fulfill the need and wants of the customer and also give them satisfaction towards our product, pure trigona honey. In to expand our business we will have additional funding to be used to increase the profits in the future.

1.1 INTRODUCTION TO THE BUSINESS

- I. Name of the business : SweetLove Trigona Entreprise
- II. Nature of business : Partnership
- III. Industry profile : Food
- IV. Business Location : Kampung Serpan Laut, Asajaya
94600 Sarawak
- V. Date of commencement : 1/01/2019

VI. Factor in selecting the proposed business:

- a.) To encourage people to consume kelulut honey.
- b.) Create awareness about the important and benefits of the kelulut honey to people health.

VII. Future prospects of the business:

- a.) To expand our business to the bigger market.
- b.) Produce a variety type of honey product.

1.2 PURPOSE OF BUSINESS PLAN

The purpose of our business plan are:

1. To gain understanding and to allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner
2. To analyze and evaluate the viability of a proposed venture in the certain businesses.
3. As a guideline for managing the business for the future plan in set up a business.