



اُونِيُوْ تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTERPRENEURSHIP (ENT 300)

COMPANY'S NAME : TACO TACO FOOD TRUCK

TRADE NAME : TACO TACO FOOD TRUCK

PREPARED BY :

STUDENTS NAME	MATRIC NUMBER
MUHAMAD FATHUL ISLAM BIN ZAHARI	2015878984
MUHAMMAD NAIM BIN NORDIN	2015665236
NAZMI NAQUIDDIN BIN MOHAMAD SULONG	2015280424
ZAINUL MUTTAQIN BIN JA'AFAR	2015247002

PREPARED FOR :

MADAM SITI FARAH BINTI LAJIM

SUBMISSION DATE :

22nd DECEMBER 2017

Diploma in Banking Studies
Faculty of Business Management
University Technology MARA
Campus Mukah
94600, Mukah, Sarawak

Madam Siti Farah Binti Lajim
Lecturer of Fundamental of Entrepreneurship(ENT300)
Faculty of Business Management
University Technology MARA
Campus Mukah
94600, Mukah, Sarawak

Dear Madam,

I am very pleased to enclose our business plan and this cover letter will consist of the introduction of our business plan, budget needed for operate our business, sales forecast about our product and the information about our product that will need you to see. We look forward with the positive possibility for investing some amount of fund in our business so that we can operate the business and achieve our objectives and goals.

The Taco Taco Food Truck is a significant entity in the food truck industry. We strive to meet and exceed the number one food truck in the world wide mind, recognized by the people because of the quality of products that we offer. It shows that we concern with the safety of foods and security that enables us to meet the intent of the current regulation.

Our process is that controlling the high quality of raw materials with in producing our products. Documentation is in place for all items received and for all items produced. Our products are for immediate consumption after the ordering session. Our meals and dessert are provided to a diverse customer base on a highly variable schedule basis and our product are more cheaper compare to another product offered in the Sugar Bun, SKY18 and KFC.

After studying the business plan, I am hoping that you will be interested in our business and know that it worth for your investment. We urge your consideration to be serious with our business and accept our proposal form with clear understanding. We are looking forward to receive a

TABLE OF CONTENTS

NO.	CONTENT	PAGES
1.	Cover letter	2-3
2.	Executive Summary	5
3.	Introduction	6-15
4.	Organization Plan	16-24
5.	Marketing Plan	25-40
6.	Operation Plan	41-53
7.	Financial Plan	54-63
8.	Conclusion	64
9.	Appendices	65-69

Executive summary

Our company name is Taco-Taco Food Truck. The type of our business is partnership which consists of four members. Each member contributes certain amount of capital as agreed in agreement. Our business activity is providing food and beverages. Our concepts is suitable for all community that love to eat western food. We also make it easy and quick way to purchase food during short gap between classes and work. All of us participate in order to achieve the business management.

We had decided our General manager is Nazmi Naquiuddin based on the decision among all partners and selected on his experiences, skills and ability to lead among the partners. Functions of General Manager is responsible in planning, leading, organizing and controlling the business.

Our Marketing Manager is Fathul Islam which is responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market size and forecast of the future market.

For our Operation Manager is Naim Nordin that responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. They also responsible for the job that related to the administration such as planning and arranging the remuneration schedule of the salary and wages.

Lastly, our Financial Manager is Zainul Muttaqin which responsible to handle the financial matters such as preparing the budget and financial statement for expenses of each department and controlling the flow of the money of the business.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : Taco-Taco Food truck
- ii. **Nature of business** : Partnership
: our trends product is mostly based on food and beverage. Our competitors in Mukah area are Sugar Bun, KFC and SKY 18. Our
- iii. **Industry profile** target groups are from teenager to adults.
- iv. **Business Location** : 96400 Mukah Sarawak Malaysia
- v. **Date of commencement** : 1 January 2018

- vi. **Factors in selecting the proposed business:**
 - a) Food truck never been done at Mukah Town. We wanted to be the first Food truck in Mukah town.
 - b) Mukah doesn't have any direct competitors for food trucks.

- vii. **Future prospects of the business:**
 - a) Be an attraction to all people who live at Mukah.
 - b) Become the catalyst in selling food truck food.