



اُنْدِيُوْنِيسِيَّتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300).

BUSINESS PLAN.

"CROSTATA VARIETA"

PARTNERSHIP.

PREPARED BY:

FACULTY OF BUSINESS MANAGEMENT.

DIPLOMA IN BUSINESS STUDIES (BM111).

SEMESTER : 5

GROUP MEMBERS:

NO.	NAME	STUDENT ID
1.	MUHAMMAD TAUFIQ BIN BOLHIE	2015484492
2.	SAMUEL ANAK MORRISON	2015667264
3.	DELICIA BINTI AUGUSTINE	2015460522
4.	NURUL SYAZLYN BINTI SUHAIMIN	2015648574

PREPARED FOR:

MADAM AGNES KANYAN.

SUBMISSION DATE:

11TH June 2018.

content	No.Pages
Letter of partner agreement	1-2
1.0 General Plan	
1.1 Introduction to business	4
1.2 Purpose of business plan	5
1.3 Business Background	6
1.4 Partner Background	7-10
1.5 Business Location	11-12
2.0 Administration Plan	
2.1 Introduction to Ogranization	13-15
2.2 Organization Chart	16
2.3 Administrative Manpower Planning	17
2.4 Schedule of Task and Responsibilites	18
2.5 Scheldule of Remuneration	19
2.6 Compensation and Benefits	20-21
2.7 List of office Equipment and Furniture	22-23
2.8 Administrationn Buget	24
3.0 Marketing	
3.1 Introduction	26
3.2 Introduction to Product and service	27-28
3.3 Target Market	29
3.4 Market Size	30
3.5 Competitor	31
3.6 Market Share	32-33
3.7 Sales Forecast	34
3.8 Marketing Strategies	35-37
3.9 Marketing Personnel	38
3.10 List of office Furniture and Fittings	39
4.0 Operantional Plan	
4.1 Intorduction to Operation plan	41
4.2 Objectives	42
4.3 Operational Process	43-44
4.4 Proses Flow Chart	45-46
4.5 Operations Layout	47
4.6 Production Plan	48-50
4.7 Material Planning	51-53
4.8 Machine and Equipment Planning	54-56
4.9 Business and Operation Hour	57
4.10 License, Permit and Regulations	58
4.11 Operation Budget	59
4.12 Implementation Schedule	60

Letter of plan agreement

DATE:

To all partner of Crostata Varieta

Hereby, the entire person as to be mentioned below had agreed to from partnership business by the registration lawyer that the following are legal partner of Crostata Varieta.

Name	IC Number
Muhammad Taufiq Bin Bolhie	961112-13-6048
Nurul Syazlyn Binti Suhaimin	961118-13-5940
Samuel Anak Morrison	941024-13-6039
Delicia Binti Augustine	960911-13-5730

1. With this the partner will be bound under the rulers and regulation of the partnership. Hereby, the partner agreed that the capital Contribution from each partner are as follow:

Name	IC Number	Contribution (RM)
Muhammad Taufiq Bin Bolhie	961112-13-6048	RM 15,000.00
Nurul Syazlyn Binti Suhaimin	961118-13-5940	RM 15,000.00
Samuel Anak Morrison	941024-13-6039	RM 15,000.00
Delicia Binti Augustine	960911-13-5730	RM 15,000.00

2. For the purpose of profits contribution it will be given according to ratio of contribution.
3. Every partner must have taken part in management of the business. The position each partner in business organization is:

1.1 INTRODUCTION TO THE BUSINESS.

- i. Name of the business : *CROSTATA VARIETA.***
- ii. Nature of business : PARTNERSHIP.**
- iii. Industry profile : Dessert and beverages.**
- iv. Business Location : Mukah City.**
- v. Date of commencement : January 2019**

vi. Factors in selecting the proposed business:

- a) We choose to open this business to help and developing the local business in that area
- b) Promoting the delicious cheese tart made by local to the people in other area

vii. Future prospects of the business:

- a) We want to open more branches especially within all over Sarawak
- b) We want our business become well-known as the finest local business cheese tart maker

1.2 PURPOSE OF BUSINESS PLAN.

A business plan is a written document detailed on execution plan of the business proposed by entrepreneurs. The business plan include the details of the company, the flow of the administration, human resource plan, strategies of marketing plan, also the flow of the financial planning. "Crostatata Varieta" prepares this business planning for this several purpose.

1. Entrepreneurs

- Leading to the setting up a business entity
- Form or lead their own business and nurture for growth and prosperity

2. Customer

- Provide a great taste of cheese tart to people
- To satisfy the needs and wants of the customer based on our quality product

3. Employees

- Ensure the full co-operation among them to achieve company goals
- To produce conducive and comfort working environment to employees

4. Fulfill and Academic Needs

- To fulfill academic requirements for the program in which ENT300 is a compulsory ensure to be taken by student in UiTM Mukah
- To sharpen our talent and also skills in managing the business as a business student