

# **UNIVERSITI TEKNOLOGI MARA CAMPUS ARAU, PERLIS**

**ETR 300**

**MANUFACTURING & PROCESSING JELLY FRUIT**

**N' JOY JELLY FRUIT ENTERPRISE**

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**TABLE OF CONTENT**

<b>NO.</b>	<b>TITLE</b>	<b>PAGE</b>
<b>1</b>	Permission Letter	i
	Submission Letter	ii
	Acknowledgement	iii
	Introduction of Nata	iv
	Introduction of Business	1
	Letter of Loan	3
	Partnership Agreement	4-6
	Document of Loan Agreement	7-9
	Purpose of Business Planning	10-11
	Company Background	12
	Management Planning	13-14
	Background of Partners	15-20
	Vision, Mission and Objective	21
	Logo and Logo Description	22-23
<b>2</b>	<b>ADMINISTRATION PLAN</b>	
	Introduction	24
	Organization Goals	25
	Organization Chart	25
	Structure of Organization	26
	Plan Location	27
	Office Plan	28
	Requirement Procedures Schedule	29-32
	Employee Incentives	33-34
	Remuneration Table	35
	Office Equipment	36
	Administration Budget	37
<b>3</b>	<b>MARKETING PLAN</b>	
	Introduction	38
	Description the Product Concept	39
	Define the Product	40
	Target Market	41-42
	Plan Location	43
	Market Size	44
	Identify the Competitor	45
	Advantages and Disadvantages	46
	Market Share	47-50
	Sales Forecast	51-53
	Marketing Strategies	54-57
	Marketing Expenditure	58
	Company Logo	59
	Company Signboard	60



<b>4</b>	<b>OPERATIONAL PLAN</b>	
	Introduction	61
	Production Strategy	62
	The Transformation Process	63
	The Process of Flow Chart	64-69
	List of Supplier	70
	Operational Machinery and Equipment	71-72
	The Number of Machine Required	73
	Production Rate	74
	Layout/ Arrangement of the Operational Area	75
	Plan Operation	76
	Business Location	77-78
	Plan Location	79
	Material Requirement Table (Month)	80
	Material Requirement Table (Year)	81
	Man Power Planning	82
	Operation Budget (Month)	83
	Operation Budget (Year)	84-86
	Operation Rate	87-89
	Quantity of Product	90
	Operation Expenditure	91
<b>5</b>	<b>FINANCIAL PLAN</b>	
	Introduction	92
	Forecast Sales, Purchases, Stock of Material	93
	Administration Budget	94
	Marketing Budget	95
	Operation Budget	96
	Project Cost and Financing	97
	Loan and Higher Purchase	98
	Table of Depreciation	99-102
	Cash Flow	103
	Cost of Production	104
	Income Statement	104
	Balance sheet	105
	Forecast Performance	106
	Financial Ratio	107-108
<b>6</b>	<b>APPENDIX</b>	



## INTRODUCTION

*N'Joy Jelly fruit Enterprise is a company that processing and manufacturing a quality fruits in order to fulfill customer need. Our company gives a special packing which is colorful to attract customer. Our packing is in plastic cup.*

Our company is situated at N'Joy Jelly Fruit Enterprise, 2A Rumah Kedai MARA, Jalan Hospital, 01000 Kangar, Perlis. We had chosen this location because it is easy to get supply for our materials especially from the local resident. Furthermore, our company is at the city center. This will makes our dealing with customers easier. At same time, we can save transportation cost to market our product.

The premise we use to do all the business operation is a double-storey building. This building is complete with all facilities such as electricity, water supply and telephone. All this facilities are important to make our works run smoothly. Besides that, we create a safety, healthy and comfortable situation for all our workers.

Before we started this business, we already consider some factors that encourage us regarding to this business. Demand for quality fruits is high in this market city. During summer, there is high demand for jelly fruit. Not many competitors processing this jelly fruit because of limited material and difficult to do the processing.

N'Joy Jelly fruit get loan from Bank Pertanian Malaysia in amount RM164,605 and contribute capital RM 60,044 from each partners but general manager contribute RM 120,088. This is carried out in order to make sure our business will operate well and we hope to expend our marketing to all Malaysia in the future.



Finally we hope that our company complete, run smoothly and also can overcome all obstacles that get to reach our mission, vision and objective. In the same time we hope more Bumiputra venturing in the market wider. This is indeed in line with government call as economics policies, which to create more Bumiputra entrepreneur in field of business.