



اَوْنَهَوْرَسِيْتِي تَيْكِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

POLEKO

PARTNERSHIP



PREPARED BY

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SUBMISSION DATE:

13th DECEMBER 2018

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SUBMISSION LETTER

Diploma in Business Studies,
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SARAWAK

3rd DECEMBER 2018

Haji Ahmad Faisal ,
Lecturer of Fundamental of Entrepreneurship (ENT300)
Mara University of Technology,
Mukah Campus, 96400 Mukah,
SARAWAK

Sir,

SUBMISSION OF ENTREPRENEURSHIP BUSINESS PLAN

According to the title above, we would like to submit our business plan on the name of Poleko consist all detail, example, document and the following procedure which is located at Medan Mall Mukah, Sarawak.

2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, organizational structure, financial, marketing and operation aspect plus all other information regarding business plan.

3. These are the list of entire group members that involves in the process of completing the business plan:-

I. MOHD AZFA DANIEL BIN ABDULLAH


II. MIRDZHATI BINTI JAMIL

III. NURROHAMIMI BINTI YUSOP

4. We hope that you will satisfy with our business plan and this business plan would benefit and educate individual concerned. All your kindness and cooperation is much appreciated.

Thank you.

Yours sincerely,


.....

(MOHD AZFA DANIEL BIN ABDULLAH)

General Manager

Chapter 1: Introduction to the Business

1.0 INTRODUCTION TO BUSINESS PLAN

A business plan is a written document that serves as a blueprint and guides for proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan itself to predict forecast success and propose strategies for the project.

We decide to named our company which is in the partnership called Poleko. Our business plan focus on making and frying our own ' Keropok Lekor '. We are strategically focused on this one line business only and not sell or produce another product.

Location of our business is at Sub Lot 12, Ground Floor, Bandar Baru Mukah, Jalan Orang Kaya Setia Raja, 96400, Mukah, Sarawak because this area is located near mall and supermarkets that people go especially in weekend and also this place is a strategic place for our business. This location also very near to the supermarket where our business can easier the materials for our product. The date of commencement of Poleko is on 1 January 2019.

The idea of setting up Poleko is because of many reason. Our target is all people can buy this product especially for students who are craving much to eat 'Keropok Lekor'. Besides that, our target is on weekend and also school break so that people can buy our product.

In conclusion, all of us has agreed that to start the business in order to satisfy our customer and also achieve our goals.