



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA KAMPUS MUKAH
FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDIES
(BM1115)

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

PEACE YOUNG

PREPARED BY:

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SUBMISSION DATE:

13TH DECEMBER 2018

LETTER OF SUBMISSION

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Mr Ahmad Faisal,
Lecturer of Entrepreneurship (ENT300)
Universiti Teknologi MARA (UiTM), Cawangan Mukah,
KM 37, Jalan Oya,
96400, Mukah,
Sarawak.

Dear Sir,

SUBMISSION OF BUSINESS PLAN PROPOSAL

Referring to the subject stated above, we would like to submit our business plan proposal for entrepreneurship (ENT300) subject.

2. The business plan was completed according to the guidelines and requirements given in our syllabus. The business plan was prepared as a written document and guideline for a business proposal venture which include Background, Administration Marketing, Operational and Financial aspects.
3. We hope that the business plan that we have prepared has fulfil all of the requirements. Any mistakes in any aspects falls fully on us and we are looking forward for any comments on our project in order to improve it as well as our self. We would like to thank for all the guidance and time that you have spent to go through our business plan. With all our efforts we hope that you will consider and approve the business plan that we have prepared.

TABLE OF CONTENT

NO	CONTENT	PAGE
1.	Cover page	1
2.	Cover letter	2-5
3.	Table of contents	7-9
4.	Executive summary	10
5.	Chapter 1 : Introduction 1.1 Introduction to the business 1.2 Purpose of the business plan 1.3 Business/Company background 1.4 Partners/shareholders background 1.5 Business location	11-17
6.	Chapter 2 : Marketing Plan 2.1 Introduction to Marketing 2.2 Product or Service description 2.3 Target Market 2.4 Market Size 2.5 Competition – The strength and weakness of competitors 2.6 Market Share 2.7 Sales forecast 2.8 Marketing Strategy – Product, Price, Place, Promotion 2.9 Marketing Personnel 2.10 Marketing Budget	30-43
7.	Chapter 3 : Operation/Production Plan 3.1 Operation process 3.2 Process flow chart	44-59

EXECUTIVE SUMMARY

The business plan is based on partnership where it consist of 3 members that each of us hold one of the important position. For the General Manager and Administration position is hold by Mrs Sophia Lungan Padan, Marketing Manager is Jennybie anak Assiah@PUngkas. Next, for the Operational and Financial Manager, is hold by Daphne Ubong Luyoh. The name of our company is Peace Young located at Bintulu Sentral. We believe that this location can attract a lot of customer which is among the residents of this town.

Food industry where nowadays people like to eat more. We like to introduce the combination of healthy yet sweet dessert to Malaysian people. The main raw material which is banana combined with chocolate, cheese and many more. By doing so, people would not get bored by different types of menu.

We came with different types and tastes of banana lollipop with different chocolate and topping which are suitable for youngster especially.

For the layout of the business location, we came out with modern design which attracted especially youngster to come.

Lastly, our business vision be the leading banana based product in Malaysia whereby there are not many business like we did.

1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : Peace Young
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Dessert
- iv. **Business Location** : Bintulu Sentral Phase 2
- v. **Date of commencement** : 16th January 2018

- vi. **Factors in selecting the proposed business:**
 - a) The products are affordable for everyone to buy.
 - b) To innovate new menu of food

- vii. **Future prospects of the business:**
 - a) Grab customers' attention because it is new to the market
 - b) Wide range of buyer because it is affordable and can be purchased from kids to adults.