



اَوْنِيُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

TITLE : BUSINESS PLAN FOR PATATA FROMAGE

NAME OF COMPANY : BRAINY DOLLS

TYPE OF BUSINESS : PARTNERSHIP

PREPARED BY:

FACULTY & PROGRAMME : BA111 (BUSINESS STUDIES)

SEMESTER : 5

PROJECT TITLE : PATATA FROMAGE

GROUP MEMBERS : ALIYA BINTI OMAR (2016685062)

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MR HAJI AHMAD FAISAL BIN HAJI MAHDI

SUBMISSION LETTER

Diploma in Business Studies,
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SARAWAK

3 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 Brainy Dolls Sdn. Bhd. consist all detail, example, document and the following procedure which is located at Kuching, 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. ALIYA BINTI OMAR

II. EMANE NARSA FARISSA BINTI ABDUL HAMID

III. IWYNE AFYSHAH BINTI HASHIM

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,


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(ALIYA BINTI OMAR)

General Manager

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EXECUTIVE SUMMARY

This business is based on partnership where it consist of four (4) members which hold important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 60 000 where the total contribution of each member is RM 30 000 and the rest is RM 30 000 is from loan.

Brainy Dolls is a company that offer western food for residents in Kuching, Sarawak which is suitable for all age group and income level. This company also offers an affordable price for their product with high quality of the products. Our company specific consumer that purchase our product which is children, teenager, and adults. Our food cart is located at Kuching Waterfront that is a centre of attraction for local people. We are operating from 4pm until midnight because it is the time where people are usually come to the location.

Our promotional strategy is based on advertising strategy where we promote our business through internet, flyers, and Facebook pop ups. We introduce our business information especially through internet and we have created a website and social media account to keep customer updated with our business information.

The management of our company consist of 3 lead workers who held 5 positions. The general Manager position and operational Manager is held by Aliya Omar, the Administration Manager and Marketing Manager positions are held by Emane Narsa Farisa Binti Abdul Hamid and lastly the Financial Manager is held by Iwyne Afyshah Binti Hashim.

We expect that our business will become more developed in the near future because with the new innovation in our product, the demand will increase not only residents at Kuching but also can attract customers from other region in Sarawak. This will give more advantages for us to make our product more profitable and stable in the long run.

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Brainy Dolls
- ii. Nature of business : Partnership
- iii. Industry profile : Food and beverages
- iv. Business Location : Waterfront Kuching
- v. Date of commencement : 1st January 2019
- vi. Factors in selecting the proposed business:
 - a) Bringing new food trend among the society
 - b) The existence of opportunity due to the shift of taste among Malaysians (Domestic to global taste)
- vii. Future prospects of the business:
 - a) Shift from food cart to a physical restaurant
 - b) More subsidiaries in different locations