



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300).
BUSINESS PLAN**

**PREPARED BY:
FACULTY OF BUSINESS MANAGEMENT.
DIPLOMA IN BUSINESS STUDIES (BA111).**

SEMESTER : 5

GROUP MEMBERS:

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**SUBMISSION DATE:
13TH DECEMBER 2018**

SUBMISSION LETTER

Diploma in Business Studies,
Semester 5,
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SARAWAK

7 December 2018

Haji Ahmad Faisal,
Entrepreneurship Lecturer (ENT300),
Universiti Teknologi Mara Sarawak,
Kampus Mukah 2,
96400 Mukah, SARAWAK.

Sir,

SUBMISSION OF BUSINESS PLAN REPORT

According to the title above, we had completed our business plan report on the name of Nato Tacco, and would like to submit it.

2. This report consists of important elements and then have been considered in the beginning of business. In this report, it includes our business profile, the structure of marketing plan, operational plan, administration plan, financial plan, and all the information that's regarding to the business plan

3. We really hope that you will be satisfied with our business plan report and wishing that it will be evaluated as fairly as possible. Your sincerest and honest condition would be much appreciated.

Thank you.

You're sincerely,

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(Alli Isyabudin Bin Bujang @ Bujang)

General Manager,

Nato Tacco.

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Nato Taco
- ii. Nature of business : Partnership
- iii. Industry profile : Food industry
- iv. Business Location : Kuching Civic Centre, Kuching, Sarawak
- v. Date of commencement : 1ST January 2018

- vi. Factors in selecting the proposed business:
 - a) Easy to enter and exit market
 - b) Low capital to start the business

- vii. Future prospects of the business:
 - a) Expand business into worldwide
 - b) Increase revenue to larger scale

1.2 PURPOSE OF BUSINESS PLAN

- Entrepreneurs
 - It is prepared as a guidelines entrepreneur similar business.
 - An opportunity to them to assess the business venture objectively, critically and practically.
 - To study and evaluate the feasibility of the business
- For Customers
 - To serve a customer with efficiency and effectiveness in term of product and services
 - Try to fulfill the customer wants and needs based on quality of product and services
- For Employees
 - To give a clear picture of each personnel duties and obligation
 - To encourage co-operation among staffs to achieve the target in the specific period of time
 - To give information of what privileges the employees get from our company

1.5 BUSINESS LOCATION

1.5.1 Factors influencing Choice of Business Location

We choose Kuching Civic Centre as our business location because it is one of the strategic place for our business to operates. The location that we choose is one of the tourism and famously known as place where many people selling and buying products. The reason we choose that location also is because of low rental per month and short distance to our own place. The rental there is RM200 per month and we will get our source of raw materials at shop lots at Matang which is only 8.2km from Kuching Civic Centre.

As we choose food cart business, so it is easy for us to setup our business with our transportation facilities, car. In addition, Kuching Civic Centre will always crowded with people around because the location is in the City of Kuching. For our basic amenities, we will need electrical and water for the process of making our product.