



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



YOGURTME ENTERPRISE

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

FACULTY OF APPLIED SCIENCE

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YOGURTME



YouGurtMe is a company that produces yogurt-based products. We offer a variety of enticing flavors to our customers such as Original, Strawberry, Chocolate, Hazelnut, Mocha, Coconut, and so on. A range of interesting topping options are also provided including Cereals, Fresh Fruits, Nuts, Chocolate Chips, and Syrup Sauce such as dark chocolate, white chocolate, matcha, pistachio, honey and so on. Not only provided ready-to-eat products, we also capable of expanding our brand by distributing our product line widely. This includes various modifications to yogurt, such as frozen yogurt, yogurt drink, yogurt bites, cookies, and so on. Our company is dedicated to offering our customers delicious and refreshing yogurt products to meet customers needs especially when the climate is progressively getting hotter. Our company places great emphasis on the cleanliness of the store, the staff, and the overall surrounding. We decorate our store according to current trends, creating a safe, comfortable and aesthetic vibes for our customers to enjoy and relax. In addition, YoGurtMe company is committed to obtaining Halal certification for our products, ensuring that customers feel confident and have no doubts since all the ingredients we use are guaranteed, clean and pure sources. This can build customers trust and loyalty. YouGurtMe company is under partnership business that run by five key position of employees which is general manager, administrative manager, marketing manager, operations manager, and finance manager. They play an important role for achieved our company 's vision, mission, goals and make YouGurtMe brand a source of inspiration in the future. Jalan Telawi Satu, Bandar Baru Bangsar, Bangsar, Kuala Lumpur is our target location to open our company due to the large population at this place which it can help for product demand and sells. The other reason is because of it surrounded with rapidly developing area, school, workplace and other facilities. However, our store is situated away from the main road, providing a tranquil environment for our customers without the disturbances of traffic congestion. The peaceful ambiance around our shop aims to bring a sense of calmness to enhance the overall customer experience. Teenagers and children are our aim as a major customers since yogurt very popular among them. Additionally, the majority of today's business are using an online platform that give us a better chance to boost the volume of sales of our products and the profit we gain from those sales will inspire us to keep growing this company.



INTRODUCTION

COMPANY OVERVIEW

YouGurtMe Enterprise is a top manufacturer yogurt with the high premium quality of yogurt that launch in 23 March 2023. YouGurtMe are committed to offering our customers tempting and cool yogurt products that not only satisfy their palates but also enable them to beat the heat. Our company's vision is "By 2029, YouGurtMe will be the communities' first choice of destination for creating long-lasting memories with their loved-ones". While company's mission is "Bringing to the people by offering a whole new sensation of a distinctive frozen yogurt with delectable flavours that tantalise the customers' taste buds". In line with the main motto of YouGurtMe which is "You Got Me", we will strive to the maximum extent possible to carve a special place in the hearts of our customers. To turn our vision and mission into reality, long-term planning has been meticulously arranged and implemented to expand our frozen yogurt branches across various locations. Given the consistently hot and humid climate year-round in Malaysia, we found out that Kuala Lumpur is one of the ideal and strategic location for our business. Through extensive research, we have identified Kuala Lumpur as a rapidly economic developing with a sizable population. The city's warm weather is anticipated to be a key selling point, adding to the overall appeal of our venture. Jalan Telawi Satu, Bandar Baru Bangsar, Bangsar, Kuala Lumpur is the inaugural location of YoGurtMe, boosting advantages that ensure success in sells. Our shop property type is rental with a monthly rental payment of RM 4,300, has a built-up size is 5000 square feet and it is two-storey. YouGurtMe operates from 10 am to 10 pm. Next, YouGurtMe are using yogurt as a products based since yogurt have a lot of benefits for health, digestive system and act as probiotics. Various types of products are produce such as yogurt drinks , yogurt bites, yogurt smoothies, yogurt spread, yogurt gummy or jelly, instant yogurt, cookies and many more. Not only that, we also provide a variety of enticing flavors to our customers



INTRODUCTION

COMPANY OVERVIEW

such as such as Original, Strawberry, Chocolate, Hazelnut, Mocha, Coconut and a range of interesting topping options including Cereals, Fresh Fruits, Nuts, Chocolate Chips, and Syrup Sauce such as dark chocolate, white chocolate, matcha, pistachio, honey and so on. YouGurtMe are strive to meet the preferences, tastes and our customers demand by diversifying our products by aiming it until global market offerings. Furthermore, YouGurtMe places a strong emphasis on Halal certification to eliminate any doubts, confidence, and foster loyalty among our customers. This is because we prioritize cleanliness in our surroundings, during preparation, and the production of our products. We ensure that our raw materials come from clean, pure, fresh, and Halal sources. Additionally, YouGurtMe company is under partnership business that run by five key position which is at the top, we have the General Manager which is Mr. Emeer Ellyas Pfordten bin Eddee Pfordten, that is helped by few managers which are Administrative Manager, Fadhlina binti Hashim, Marketing Manager, Farah Nasyitah binti Jasriey Irwan, Operations Manager, Nuqman Hamizi bin Aidil Jefri and Financial Manager, Intan Nor Suraya binti Sudin. With the qualifications, expertise and experiences possessed by all the employees, we played an important role for our company development and its management. As we know, any organization are depends on the dedicated efforts of hard-working employees to gain successful. Other than that, to promote our products we have implemented both offline and online platform as strategies. We utilize various online platforms including Instagram, Facebook, Twitter, TikTok, Foodpanda, GrabFood and our own YouGurtMe website. The online platform serves as a convenient avenue for online purchases, product marketing, paid reviews, food delivery and more. This approach to makes it exceptionally easy for our customers to order our products.

