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ASSIGNMENT:



BUSINESS PLAN (BOWLFUL EATS)

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TABLE OF CONTENT

NO	CONTEXT	PAGE
1.0	EXECUTIVE SUMMARY	3
2.0	BUSINESS BACKGROUND 2.1 BASIC INFORMATION ABOUT BUSINESS 2.2 JUSTIFICATION FOR STARTING THE BUSINESS 2.3 PURPOSE OF PREPARING BUSINESS PLAN	4 - 6
3.0	PARTNERS BACKGROUND	7 - 11
4.0	ADMINISTRATION PLAN 4.1 BUSINESS MISSION, VISION, AND OBJECTIVES 4.2 BUSINESS LOGO AND DESCRIPTION 4.3 ORGANIZATIONAL CHART 4.4 ADMINISTRATION PERSONNEL SCHEDULE 4.5 SCHEDULE OF TASK AND RESPONSIBILITY OF EMPLOYEES 4.6 REMUNERATION SCHEDULE 4.7 OFFICE EQUIPMENT, FIXTURE & FITTINGS & OFFICE SUPPLIES 4.8 ADMINISTRATION BUDGET	12 - 18
5.0	MARKETING PLAN 5.1 PRODUCT/ SERVICE DESCRIPTION 5.2 TARGET MARKET 5.3 MARKET SIZE & SALES FORECAST 5.4 COMPETITORS ANALYSIS 5.5 MARKET SHARE 5.6 MARKETING MIX 5.7 MARKETING BUDGET	19 - 29
6.0	OPERATIONAL PLAN 6.1 PROCESS PLANNING 6.2 OPERATION LAYOUT 6.3 PRODUCTION/ CAPACITY PLANNING	30 - 41

	6.4 MATERIAL REQUIREMENT PLANNING 6.5 MACHINE & EQUIPMENT PLANNING 6.6 LOCATION 6.7 BUSINESS AND OPERATION HOURS 6.8 PERMITS/ LICENSES REQUIREMENT 6.9 OPERATION BUDGET	
7.0	FINANCIAL PLAN 7.1 BUDGET 7.2 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING 7.3 PRO FORMA CASH FLOW 7.4 PRO FORMA INCOME STATEMENT 7.5 PRO FORMA BALANCE SHEET	42 - 51
8.0	CONCLUSION	52
9.0	APPENDICES	53

1.0 EXECUTIVE SUMMARY

Our primary project is planned to be located in Shah Alam. We were inspired to take on this initiative since it is a unique product that is not widely recognized in Malaysia, and we wanted to provide students the opportunity to try the buzzing hot bowls at a reasonable price.

Because this business caters to students, we believe that hot bowls are essential because they frequently require food that is quick to serve and easy to eat. So we provide a product that is as safe, healthy, and fresh as possible while meeting the needs of our market.

Our company is made up of five people: the General Manager, the Administration Manager, the Marketing Manager, the Operational Manager, and the Financial Manager. In our business plan, we provide an administrative strategy, a marketing plan, an operational plan, and a financial plan for using targeted clients.

We may also anticipate the profit that we can make for the current year by creating a business plan, and we can analyze the company's performance in the future to determine if the profit gain will increase steadily year after year. Aside from that, we'd like to communicate our company's vision and mission, as well as our objectives and expectations. With all of these goals in place, the entrepreneur will be on pace to ensure that the company's vision and purpose are realized.

2.2 JUSTIFICATION FOR STARTING THE BUSINESS

There are numerous reasons why we, Bungalicious, established a business. The first reason is that there is an increasing need for simple, healthful meals. People's eating habits are changing as they become more conscious of the impact of diet on their overall health. However, the availability of healthful, ready-to-eat meals is restricted, presenting a considerable market opportunity. Next, Hot Bowls offers a distinctive product that blends the convenience of fast food with the health benefits of home-cooked meals. Each bowl is intended to be nutritious, delicious, and ready to eat, meeting the demand for quick but healthy meal options.

2.3 PURPOSE OF PREPARING BUSINESS PLAN

The purpose of creating a company strategy is to establish specific objectives and targets. Apart from that, we wish to identify market potential. Furthermore, we would like to create a strategy plan that includes administrative, operational marketing, and funding. We construct a business strategy for several purposes, including securing capital.