

# **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

## **BUSINESS PLAN**



## **FRANCHISE**

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Last but not least, much thanks to others that contributed their ideas and comments and best wishes.

## **EXECUTIVE SUMMARY**

Gannicc's, a name that was chosen to represent our company. It is located at No 55, Jalan EJ 4/6, Taman Ehsan Jaya, 81100, Johor Bahru. This business is based on partnership where it consist of five (5) members that hold important position in our company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This business capital is amounted RM 200,000 where the total contribution of each partner was RM 50,000 and the rest RM 150,000 is from Bank Islam' loan.

Team members brainstormed and integrated ideas that unveiled an amazing new product of healthy and nutritious food that called granola bar and it was homemade. Our granola bar were made from organic and natural product which is our ingredients was fully save and halal. We use a raw material to produce our product that easier to get and sold in every store.

To make it more interesting and attractive, we decided to make it in a small size which is for a bite. Nowadays, easy to bring is one of the important thing in any products making so, our granola will made in small packet that easy to brings and eat. This will attract people to buy it. Normally people who work during office hours and students do not have time for breakfast. So, with our innovation, they can just grab a packet of granola bar, put in a bag or pocket and go to work. Easy and simple as that.

With the loan as a support, we are hoping and wishing to make our brand name become strong and be able to compete with other renowned and prominent companies. Our vision is to open our franchise in every part of Malaysia, and later expand our business to Southeast Asia and Europe. We also highly believe that becoming a well-known brand in this region and continent can bring profitable impacts to our business.

We will expect that our business will become more developed in the near future because with the new innovation in our granola, the demand will increase not only for daily snack but it might be for occasion. We also maintain our product with top of our quality ingredients and maintenance and always keep in touch with our customers to know their feedback about our product. This will give an advantages for us to make our product more profitable and stable in the long run.

## **INTRODUCTION**

Gannicc's will be established on the early year of 2018 as to provide our product to buyer and customers all over Malaysia. We are offering a product that helps the customer need in buying food that are nutritious and healthy on the go while at the same securing our products in a more conventional and easy way. The business was founded and managed by five partners and determined to give a great opportunity to the public to test our new product in order to conquer the market. Therefore, we will establish our business and to get an opportunity to expand our business internationally.

## **PURPOSE OF BUSINESS PLAN**

### 1) The entrepreneurs ( Gannicc's manager)

To convey a better organizational structure of our business, including duties. It also acts as a management tool that can be referred regularly to ensure the business is on course with the meeting goals, sales target or operational milestones.

### 2) Financial institutions

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business. Financial institution involved in this business project in Bank Islam.

### 3) Suppliers

Help convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in long term business arrangement.

### 4) Company staffs / Workers

Help workers to understand the business's goal and objectives and give a guideline to them regarding their job duties and responsibilities.