



UNIVERSITI TEKNOLOGI MARA

ENT3000  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

D'PORRIDGE HOUSE

PREPARED BY

HANAFIAH B HUDA	2010923125
NUR HASYIMAH NAHRUM	2010527167
NOORAFIMAH TAWI	2010971475
SITI AFIFAH ZAHRA NORJELI	2010308553
SITI ZULAIKHA MOHD ALI	2010789583
JACKIE PETRUS	2010748129

JUN - OCT 2013



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## 1. ACKNOWLEDEMENT

This business plan is the result of the organization effort to involve in business industry and this will be taken as our first step as young entrepreneur to start out a business. Considering this is the first business plan created by our organization, it will lead us to a successful way.

First and foremost, we want to say thanks to Allah s.w.t because give an opportunity to complete this business plan and a chance to present it in front of our lecturer, and sharing all information in this proposal to the next generation of UITM Sabah students.

Next, we want to mention Madam DayangHaryani Diana bteAg.Damit, our Fundamentals of Entrepreneurship lecturer, without whom this business plan would not be possible. Her opinon are precious and priceless, her constructive criticism has supporting us to put more intelligent effort in this business plan.

We cannot fail to mention all of our lecturer in UITM Sabah for their moral support. Also our friends, especially our classmates and beloved family member, who being supportive and giving us positive feedback Without the moral support and encouragement of them, we would never have been able to get the finish line.

Last but not least, we want to express our thanks to all mother around the world because giving us the idea to start the porridge business.

Thank You.



## 1.1 INTRODUCTION

Assalamualaikum w.b.t, may Allah god bless all of us. First of all, we would like to express our gratitude to all of our organization because put so much effort toward this business project. All members are corporate very well, with a 100% of commitment and giving high responsibility by looking seriously to this business potential. The burden that we bear to succeeding this project was shared by us with the same shoulder. Many idea and suggestion of all members was realized in our project and we should give credit towards our effort. D'Porridge House is partnership based company which is compiled by 6 persons of classmates from UITM Sabah. Our companies are running food and beverage business which is porridge becomes the main menu and attraction of our product.

D'Porridge House Cafe was established in 2013. The General Manager, Hanafiah Huda was the founder of the company. The idea to start the porridge business came from his mother who serves rice porridge for his breakfast. He start think to open the porridge business by inviting for his colleagues to try his mother own recipes. His colleagues give him positive respond and they excited to open the business.

Before the company was established officially, we only sell the product by introducing it on the facebook and other social website. We also got positive respond and some of the buyer wants to order the porridge for some event. Start from this, our business is expanding because the customer said our porridge is unique and special.

Late 2011, Hanafiah hired Jackie for company Business Administration. Next, he appoints Nurhasyimah to become Financial Manager for D'Porridge House Cafe. Then, he asked Afifah to conduct the Sales Department along with Noorafimah and SitiZulaikha for Operation Department. The entire company member is Hanafiah's colleagues.

D'Porridge House Company want to try preserve the family porridge recipes and want to share the delicious and the tasty of the special porridge to other people.