UNIVERSITI TEKNOLOGI MARA (UITM)

SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

APPLIED IN SCIENCE

PIZZA PANGGANG

PREPARED BY:

ALLAN CYRIL MELVIN LAJANGANG	2014663522
ZULKHAIRUL AKMAL BIN ABDUL BASIR	2014274024
ZULFAQAR BIN JAHAN	2014237168
AMRAN BIN LAJALAHA	2014870674

1.0 INTRODUCTION

The word pizza was first documented in 997 AD in Gaeta and successively in different parts of Central and Southern Italy. The term "pizza" first appeared in a Latin text from the southern Italy. The precursor of pizza was probably the focaccia, a flat bread known to the Romans as *panis focacius*, to which toppings were then added.

Foods similar to pizza have been made since the neolithic age. Records of people adding other ingredients to bread to make it more flavourful can be found throughout ancient history. In Sardinia, French and Italian archaeologists have found bread baked over 7,000 years ago. According to Professor Philippe Marinval, the local islanders leavened this bread. The Ancient Greeks had a flat bread called *Plakous* which was flavoured with toppings like herbs, onion, and garlic. In the 6th century BC, the soldiers in Persian King Darius I armies baked flatbreads with cheese and dates on top of their battle shields. Some commentators have suggested that the origins of modern pizza can be traced to *pizzarelle*, which were kosher for Passover cookies eaten by Roman Jews after returning from the synagogue on that holiday, though some also trace its origins to other Italian paschal breads. Abba Eban has suggested that modern pizza "was first made more than 2000 years ago when Roman soldiers added cheese and olive oil to matzah". Other examples of flatbreads that survive to this day from the ancient Mediterranean world are *focaccia* (which may date back as far as the ancient Etruscans), *coca* (which has sweet and savory varieties) from Catalonia, Valencia and the Balearic Islands, the *Greek Pita*, *Lepinja* in the Balkans, or *Piadina* in the Romagna part of Emilia-Romagna in Italy. Foods similar to flatbreads in other parts of the world include *Chinese bing* (a wheat flour-based Chinese food with a flattened or disk-like shape), the Indian *paratha* (in which fat is incorporated), the Central and South Asian *naan* (leavened) and *roti* (unleavened), the Sardinian carasau, spianata, guttiau, pistoccu, and Finnish rieska. Also worth noting is that throughout Europe there are many similar pies based on the idea of covering flat pastry with cheese, meat, vegetables and seasoning such as the *Alsatian flammkuchen*, *German zwiebelkuchen*, and *French quiche*. In 16th century Naples, a *galette* flatbread was referred to as a pizza. Known as the dish for poor people, it was sold in the street and was not considered a kitchen recipe for a long time. This was later replaced by oil, tomatoes (after Europeans came into contact with the Americas) or fish. In 1843, Alexandre Dumas, père, described the diversity of pizza toppings. An often recounted story holds that on 11 June 1889, to honour the Queen consort of Italy, Margherita of Savoy, the Neapolitan pizzamaker Raffaele Esposito created the "*Pizza Margherita*", a pizza garnished with

2.0 BUSINESS PURPOSES

The main purpose of this business is to create a new version of pizza that is by grill it. It is also have a unique condiments. Next our purposes is to promote our pizza in Sabah. Furthermore, to gain experiences doing business and also to generate income in the same time. The most important of this business is to get loan from the bank to doing this business. Lastly, to be the successful entrepreneur and to make this business growth and develops.

6.0 MARKETING PLAN

6.1 Introduction to Marketing Plan

The marketing plan is the most important element in new business as it can determine the business will go on or bankrupt. It clarifies the key marketing elements and map out directions, objectives and activities for that business and its employees.

Marketing plan draws on board perspectives outlined in a business plan. In a business plan, a company will take fresh ideas and transforming it into a viable commercial proposition.

Marketing plan focuses mainly on the issues related to the coordination of four elements or known as the 4P's marketing strategy:

   i.   Identification, selection and development of a **product**.
   ii.   Determination of the **price**.
   iii. Accessed the right distribution channels between the business and customer's **place**.
   iv.   Development and implementation of suitable **promotion** strategy.

Objectives of the marketing plan are:

   i.   To achieve the business goals and to maintain good performance in the business.
   ii.   To introduce new product and services to fulfil customer satisfaction.
   iii. To estimate the market acceptance and sales.
   iv.   To identify the strengths and weaknesses of the competitors.
   v.   To improve the customer's quality of life and country's economy.
   vi.   To bring the name and pride of country across the globe.

6.3 Target market

Target market is defined as a particular group of consumers at which the product or service is aimed. These including in the business focus on its marketing, sales and product development efforts toward the customers. Alternative for the target market is by segmented marketing. It is targeting by a large share specific individuals and location.

Basis for the segmentation in marketing are demographic, psychographic and behavioural segmentations. Targeting a market importance is to estimate the potential of either the customers would buy or not the product or services served by the supplier. As a solution, product or services came to fulfill the customer's needs and wants in their daily life.

The most prior target is the hungry people. We cannot defies the urge to eat something to cope with the hungry sensation of our stomach. So, they can stop by at Pizza Panggang and delight themselves.

Next, the target is a shop that sell and offer yummy and unique delicacy. Yummy and delicious food always be at the top of the food hunter list. Customers do not want their money wasted on something that do not give high satisfactory to them.