



UNIVERSITI TEKNOLOGI MARA



WFD LTD

ENT300 BUSINESS PLAN

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EXECUTIVE SUMMARY

1.0 Introduction

Western Food Delivery Ltd or known as WFD Ltd is located at Indah permai, JalanMawar, Sepanggar, 88900 Kota kinabalu that serve selected healthy western food for those who craving for homemade western food. It is suitable for those want something different to eat.

Currently, there are many food service that has been introduced into the market. But WFD Ltd have its own uniqueness to be share with the food lovers around this area. By providing delivery service to customers, this company will fits the needs of customers and attract customers to make an order from WFD Ltd.

Too many people usually have limited time to prepare and cook some delicious and healthy meal, so this is the best medium to have a great delicious western food. With the delivery service of this company will help them to save time. Plus, with affordable price of delivery charges can makes them more interested to make an order from us.

WFD Ltd want to develop the opportunities of this type of business because of our company provide homemade healthy western food with delivery service that never been done in those particular area that we are target for. Nowadays, people prefer meal that easy to get, delicious taste with affordable prices of the meals.

2.0 Purpose

This business plan is prepared because to convince venture capitalist, banker in order to raise capital, for investor who interested to invest to the company, and to obtain support for the venture. Thus, investor is important to raise the fund for the purpose of the company.

This business plan is also being drafted so that WFD Ltd will get the financing it needs to start the business. To start a business, loan is the most important part to have so that business plan is vital to gain profit and confident from the bank to lend money for company's fund. By the profit that we will gain from this business we can re-pay the loan from the bank.

WFD Ltd asked a loan from Bank Islam Berhad, this financing loan will raise the fund that can be build itself in this business. The financing loan will used to purchase an assets such as oven and any other cooking equipment, material for packaging. We can get all those things from nearest shop in our location, retail shops, supermarket, and trusted suppliers. We makes the better decision by choosing the cheap things but yet still in good quality of goods.

6.0 Administration Plan

Administration is the most important when open up a business. It is help to run the business smoothly. The performance, growth and survival of the business depend on managerial skills and capabilities. The administration function such as planning, controlling, organizing, and leading the company should have in the manager. The administration manager has a task such as to set the employee's salaries, protect the employee's welfare compensation and recruiting. It is to provide the furniture and fitting in the office to ensure the employee comfortable working environment. It is also including plan and set the objective or goals of the business and ensure the company achieve the goals that have been se successfully. The administration also has to arrange the organizational structure, do a working schedule, and calculate all budgets relating to administration department.

The administration also responsible to ensure the partnership and the employees get the acceptable salaries like stated in the agreement and take care about employee welfare such as EPF, SOSCO, bonuses and leave such as emergency leave, medical leave, maternity leave and annual leave. In WFD.LTD we see administration function that where it compresses all the elements to make sure the effectiveness in terms of performing organization activities. Our company, WFD.LTD, which will focus in distribution and selling western food delivery that demand on customer such as student increase day by day. By looking this as business opportunity, we chose to create this company that not only focusing in Sepanggar that nearly with University that student demand is high but also provide delivery with lowest price.