



اَوْنُوْر سِيْتِي تِيْكُوْلُوْكِ مَارَا
UNIVERSITI
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ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BETELFIELD

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1.0 INTRODUCTION

The name of our business is 'Betel Field' which prepared to the entrepreneur that wants to commercialize the betel plant. Nowadays, betel plant has been forgotten by most people which is the largest number who did not know are teenagers. Hence, this company aims to produce a food and beverages product from betel plant. By producing this product, we can influence people especially unemployment to become entrepreneur by commercialize the betel plant in Malaysia. There are many benefits that people will get by eating or drink this plant, especially for health. These plants have nutritional value such as vitamin C, vitamin A, potassium, calcium, iodine, thamine, nioncon, riboflavin, carotene, fiber and many more. In addition, consuming this betel plant can help relieve coughing, cure bronchitis, as anti-cancer, to cure worms improve digestion, treat headache and many more.

Betel Field located at One Place Mall, Putatan. This place has many people which are the best place that we can commercialize this kind of product and can increase the selling of the product. Therefore, we have to find the suitable price of rental for our new business.

Our business will be expected to operate on 28 of September 2015. The reason why we choose this specific date because we would like to discovered more detail information about our product and to make sure that our product will be penetrate into market efficiently.

1.1 PURPOSE OF BUSINESS PLAN

This business plan is prepared by Betel Field and the purposes are:

- To expand the business project
- For capital purpose
- To ease the financial loan from bank
- To prevent over line or reference of business

3.1 Introduction

Marketing is one of the ways to promote our products so that our customers are aware that our products exist in the market. Without the proper marketing plan, business that we run cannot success.

3.1.1 Objectives

- To introduce new product from betel plant
- To promote the tidbits that we produce
- To know our competitors weakness and strengths
- To estimate market acceptance and sales

3.1.2 Determining product or services

a) Benefits:

- Can reduce asthma
- Improved digestion
- Treats diabetes

b) Uniqueness of product:

- Ingredients are from herb (betel leaves)
- Low sugar level
- Organic ingredient only

3.1.3 Identifying target market

a)

- To all consumer
- To lower the sugar level in the blood (for diabetic person)
- For children that have indigestion

b) Target market alternatives

- Mass-marketing

c) Common bases for segmentation

- Psychographic segmentation

3.5 Marketing Strategies

3.5.1 Product strategy

- Provide the customer with the good quality of product.
- Provide the supply with the high standard product than other competitors in the market.
- Fulfill the customer demand with the continuous supply of our product.
- Supplying a good condition product to our customer is the freshness and the quality of our sirih juice.
- Create the best way of packaging to make sure the sirih juice always in good quality and fresh.
- Trade name: betel field
- Brand Name: sirih juice
- Packaging: plastic

3.5.2 Price strategy

- The pricing strategy is using the Value Based Pricing. Where the price product based on the perceived value and not on any factor.
- Pricing based on the demand for a specific product that would have a likely change in the market.
- Amount of money to be charged to the customer as a return of our product on a particular purchase.
- To gain more customer in the future.
- To determine the best lower price to be charged to the customer so they can satisfy the price that they pay.
- We need to estimate the best price that would be giving our customer the best value and the price must be suitable with the price of the competitor.
- The customer will be given best price and offer if they buy the sirih juice product in large quantities.