



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

FACULTY OF ACCOUNTANCY

BUSINESS PLAN

“TOKOU ENTERPRISE”

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INDEX

CONTENT	PAGE NO.
1.0 INTRODUCTION	1
Vision,Mission & Objective	2-4
Company's logo	
Business Background	
Partner's Background	5-9
2.0 ADMINISTRATION	10
Organizational chart	11
List of personnel & Task and Responsibility	12-15
Schedule of remuneration	16
List of Equipment	17
3.0 OPERATIONAL	18
Transformation Process	19-20
Operation Layout	21
Production planning	22-28
Material requirement	
Operation Budget	29-31
Overhead requirement	
Implementation Schedule	
4.0 MARKETING	32
Product Profile	32-33
Target Market	
Market Size	
Market Share & Sale Forecast	34-40
Marketing Strategy	41-48
5.0 FINANCIAL	49
Objective & Responsibility	50-52
Project Budget	53-54
- Marketing	
-Operational	
-Administration	55-64
Financial ratio	
6.0 Conclusion	65
Appendix / Form	66

COMPANY'S VISION, MISSION, AND OBJECTIVES

Company's Vision

- ❖ To become a well-known "Sambal" producer.
- ❖ To commercialize our "Sambal" product internationally.
- ❖ Attract many foreign investors to invest in our company.

Company's Mission

- ❖ To create the finest quality of "Sambal" product with a commitment to provide customer with the freshest and richest ingredients.
- ❖ To meet the highest standard of excellence with superb service and product offerings in a friendly and soothing atmosphere.
- ❖ To create an enlightening experience in which an entire family can enjoy our best "Sambal" product.

Company's Objective

- ❖ Achieve more than RM 100,000 in sales during the first year of operation.
- ❖ Increase annual sales in the second year by 25% or more over the initial year.
- ❖ Gain more customers in the future.

STATEMENT OF GOAL

Presenting the highest level of quality of product and also focusing on growing and maintaining relationship with customers and the community to generate repeat sales

2.0 ADMINISTRATION PLAN

INTRODUCTION TO ADMINISTRATION PLAN

There are many important elements that's comprises in an administration plan which the organization chart, administrative budget, and expenses. In fact, a good administration will be able to ensure that the business management is in a good condition by proper organizing and conducting the organization activities in order to achieve the company goals in term of vision, mission, and the objective in an organization. Thus, it is very important to consult disciplinary and gain full cooperation among the employees.

3.0 OPERATIONS PLAN

INTRODUCTIONS TO OPERATIONS PLAN

An operation plan is a description of a business' physical location, machine and equipment, material requirement and suppliers and any other applicable operating details, such as a description of the product process. It is one of the most important factors to consider in the business as it help to ensure that our business is able to produce the product that had been planned in our business marketing plan.

Besides that, operations plan is a systematic direction and control of the processes that transform resources into finished goods that create value for and provide benefits to customers. A systematic operation plan enables our business makes the maximum profit with the lowest possible cost.

We, Tokou Enterprise will optimize customer satisfaction and fulfil their expectation towards our ability to provide high quality and timely products. Besides that, we also want to make sure that the quality of our products meets the established standard and the specifications from the customers.