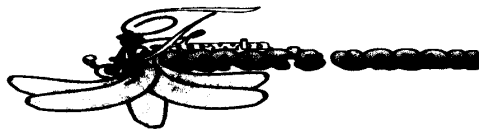


UNIVERSITI TEKNOLOGI MARA

Entrepreneurship Studies (ENT 300)



FARWIN PARTNERSHIP

1338B, PLAZA MERDEKA, JALAN

MERDEKA, 75000 BANDAR HILIR, MELAKA

PREPARED BY :

NAME	MATRIX NUMBER
MUHAMMAD ASYRAF BIN JUMLAN	2011978179
MUHAMMAD FIKRI BIN ISMAIL	2011161449
IZANI BINTI ZAINAL	2011773327
WAN AMALINA ASYRAF BINTI WAN ALI	2011731905
NINA BAIZURAH BINTI MD SOM	2011326061

PREPARED FOR : MISS SITI NORDIYANA BINTI ISAHAK

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EXECUTIVE SUMMARY

Farwin Partnership will be a small entrepreneurial for traditional food producer located to Bandar Hilir, Melaka. Lepat Urban is the name of our product. Lepat Urban will be offered with variety flavours and topping. The area in our shop will contain a comfortable seating area, allowing customers to stop in and sit down. People of all ages especially traditional food lover enjoy delicious 'lepat' and will therefore be included in the target market. Lepat Urban are low priced item, they are obtainable by nearly anyone, despite varying incomes, again keeping the target market large. Between the numerous product options, convenient services, and a broad target market, this Lepat Urban will be able to meet the needs of a wide spectrum of consumers.

Product quality is critical in the food industry. For the reason, Farwin Partnership will ensure product quality through the use of fresh ingredient and focus on cleanliness. Innovations are also a goal of the company. One way which this will be accomplished is through improve or upgrade the original 'lepat' into our own styles. This will allow the business to test new product and determine which ones are preferred by consumers. Product quality and innovations will be a major focus of the business.

Through Farwin Partnership will open as a single, small bakery, over time the business will strive to expand. Once this business proves to be success, the business will open more stores in every cities in Malaysia. As the success of the overall business increases, Farwin Partnership will slowly expand it a wider range of locations. A company website will allow consumers to view everything offered by our business, as well as grant the option for the customers to place orders. These expansions will allow Farwin Partnership to be accessed by a larger quantity of consumers.

Prices at Farwin Partnership will strive will strive to be competitive with the industry. Costs and expenses will be calculated to provide the business with a minimum price option, preventing any losses. The company will also research the prices of comparable products of other similar businesses in the area to know the price requirements to remain competitive. As long as the

industry prices are high enough to cover the calculated costs, Farwin Partnership will choose prices lower than its customers.

When Farwin Partnership first opens, it will host a grand opening to gain customer awareness. The event will offer free samples of a variety of products offered by the business to achieve customer interest and desire, which in turn will increase customer purchases. Community involvement will also greatly promote Farwin Partnership as the company shows its participation and intent to contribute to the community. Such involvement will also increase consumer awareness as community members are frequently exposed to the business name.

These plans for Farwin Partnership are intended to help the business grow more successful and profitable. However, through the use of financial analysis, customer surveys and market share comparisons, the company will be capable of determining which of these strategies truly are productive to help the business thrive. Evaluating the effectiveness of different methods of marketing, Farwin Partnership will learn what is needed for the company to be an absolute success.

ACKNOWLEDGEMENT

All praises to Allah S.W.T because of His blessing we finally succeed in completing our ENT 300 project which is “Business Plan : Farwin Partnership”

Thank you to our beloved lecturer, Miss Siti Nordiyana Binti Isahak in helping us with a lot of ideas and show our way until the end. Miss Siti Nordiyana Binti Isahak gives us guidance, advises and instruction in order to complete this business plan.

In preparing the plan several individual and interview to gather up some information. For the prospect of business, this business plan project make us practice our ability and interest and also to be a guideline to encourage us to becoming and educative business people.

Alhamdulillah, after all the hard and great works from all the teammates, finally this business plan is complete and thank you to our classmates because they are also helping us in giving the information that are needed.

We are also would like to say thank you to our family whose blow the spirit to us their love and support, keep accompanied us throughout our journey and encourage us to complete the task. Then, thank you to all the teammates that give full commitment to each other until the end, that is the strongest bond we have in order to achieve the target and we made in through the best and worst.

Finally, we hope that this proposal will be valuable material and made as guidelines to those who want to know how the business in working clearly, correctly and effectively manner of establishment and process management.

Thank you.

Farwin Partnership