



اُونِيُوَرْسِيْتِي تِيكْنُولُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTAL OF ENTREPRENEURSHIP

A's Fruity

Prepared for :

Miss Rosmah Binti Abd Ghani

Date of submission : 6 September 2016

Prepared By :

NAME	STUDENT ID
Nor Ainun binti Mohd Nasrulddin	2014433118
Ainur Syafieqa binti Surdiman	2014618642
Aisyah binti Razali	2014442838
Ainul Aqilah binti Mohammad Zakki	2014892492
Ajwa Syafiqah binti Mohd Ashari	2014695088
Aida Wafa binti Zulkufle	2014488518

TABLE OF CONTENT

NO.	CONTENT	PAGE
1	EXECUTIVE SUMMARY	3
2	INTRODUCTION	4-29
3	ADMINISTRATION PLAN	30-40
4	MARKETING PLAN	41-58
5	OPERATION PLAN	59-84
6	FINANCIAL PLAN	85-111
7	CONCLUSION	112
8	APPENDICES	113

EXECUTIVE SUMMARY

The name that has been give is A's Fruity. The business is in the form of partnership which consist of six members as partners. Each partner contributes the same amount of capital as agreed in agreement. The main business activity is selling of fresh fruit beverage our product to potential buyers. All are entitled to participate in the business management. We agreed that Ajwa Syafiqah Binti Mohd Ashari is as the General Manager, Ainul Aqilah Binti Mohammad Zakki as the Administration Manager, Aida Wafa Binti Zulkfle as Operational Manager 1, Ainur Syafieqa Binti Surdiman as Operational Manager 2, Nor Ainun binti Mohd Nasrulddin as the Marketing Manager and Aisyah Binti Razali as the Financial Manager.

The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability. The management team will be lead by the General Manager and assisted by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that is related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that is related to the operation and will supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size, and forecast the future market. Lastly, the Financial Manager will handle the financial matters such as preparing the budget and financial statement for expenses of each department and controlling the flow of the money of the organization.

1.0 INTRODUCTION OF COMPANY

Name Of Company : A's Fruity.

Nature Of The Business : Beverages.

Industry Profile : Our business is owned actively by partnership, incorporate as A's Fruity. Our business provide fresh fruit beverages consist of local fruit such as papaya, dragon fruit, watermelon, mango, honey-dew, starfruit, guava, pineapple.

Location Of The Business : Bandar Hilir, Melaka.

Date Of Business Commencement : 1 January 2017

Factors in selecting the proposal business : We choose this business because it can make high profit and expand future expectation. We want to produce a healthy and clean drink. Thus, to prove people that local fruit taste marvellous.

Future prospect of the business : : This business has good future prospects. It is because it has highly demand because we are preparing new and unique products and it differs from others products of beverages. In 3 years we want to produce variety flavours of fresh fruity and also produce a new fresh veggy-beverages. Thus, we would love to market an additional product which is dice fruit with chocolate and strawberry syrup. In addition, we are also planning to expand our wings by operating our business at new several place around Peninsular Malaysia lifestyle.

2.0 PURPOSE OF BUSINESS PLAN

The main purpose of this business plan is as a guideline on how to manage our business that we are about to build effectively and efficiently. With our mission, we will try the hardest we could to become successful entrepreneurs for our industry especially in Malaysia and we have the target to introduce our business and expand it to the outside world.

Next, this business plan was created with the purposed of to provide details of our companies planning which include marketing budget, operational budget and administrative budget and those are to be included and calculated in financial budget in order to set up a successful business thus achieve business goal. We are seeking for investors to invest for our company since it is important to have investors to ensure the continuance of business, to ensure business will be running smoothly and strengthen our business. This is because we are newly business in the industry and by having limited financial resource will result in slowing down the operation of the business.