

BUSINESS PLAN OUTLINE



الْأَنْبِيَاءُ سَيِّدِي تَبَكُّوْا لَوْ كُنْ مِنْ أَهْلِهَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS OF ENTREPRENUERSHIP

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CONTENTS

NO.	TITLE	PAGE
1.	Letter of Submission	1-3
2.	Introduction	4
3.	Acknowledgement	5
4.	Purpose	6
5.	Company Background	7-9
6.	Shareholders Background	10-16
7.	Location of Business	17-18
8.	Marketing Plan	19-30
9	Operational Plan	31-50
10.	Administration Plan	51-69
11.	Financial Plan	70-84
12.	Appendices	85-86
13.	Partnership Agreement	87-98

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We did our best in completing this assignment and we really hope it is good enough and satisfying for our lecturer. Apologies for any imperfection and flaws. We will try to improve ourselves in the future. Insha Allah.

INTRODUCTION

Vario Donut is a product under the nature of food and beverage industry by the MERAKI TASTE . MERAKI TASTE is founded by 6 manpower which are Anis Lydia Miza binti Muzni as a General Manager, Arnis Armiza binti Mohd Yusof as a Administration Manager, Amira Izzaty binti Ruziman and Ainul Idzni binti Imam Pekeh as Marketing Manager, Ahmad Aizat bin Azman as a Operation Manager and Anis Suhailah binti Miswan as a Financial Manager.

Our business address is located at Level 3, J3-15, Johor Bahru City Square, 106-108, Jalan Wong Ah Fook 80000 Johor Bahru. Besides that, our correspondence address is at Level 28, no 28-03, Johor Bahru City Square Office Tower, 106-108, Jalan Wong Ah Fook 80000 Johor Bahru. MERAKI TASTE is officially operated on 29th February 2016. The reason why MERAKI TASTE ventured into food and beverage industry because the number of demand for new and unique food especially on pastry constantly increase throughout the year.

For the future prospect, MERAKI TASTE wish to extend their business throughout whole Malaysia and not only in Johor Bahru. On top of that, the company also wish to widen the choice of menus in their various food selection which will fit with multi-racial modern tastebuds.

PURPOSE

1. Purpose of preparing the business plan

2.

2.1. *To evaluate the project viability and growth potential*

2.2. *To apply for loans or financing facilities from the relevant financial institutions*

2.3. *To act as a guideline for the management of the proposed business*

2.4. *To allocate business resources effectively*

