



اَوَّلُ سَبِيلٍ تَكُونُ لِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARĀ

**FACULTY OF COMPUTER SCIENCE AND MATHEMATICS**

**DIPLOMA IN COMPUTER SCIENCE (CS110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**POME COMPANY**

**POMEGRANATE JAM**

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**GROUP: JCS1104C**

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to complete our business proposal for Fundamental of Entrepreneurship (ENT300). We, the group partner are accepting this challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people. Secondly, we take this opportunity to express our profound gratitude and deep regards to our beloved lecturer, Miss Rosmah binti Abd.Ghani @ Ismail for her exemplary guidance, monitoring and constant encouragement throughout the course of this assignment. Thirdly, we would like to say thank you to our parents for being very supportive in vary way. We also would like to thanks to our classmate from JCS1104C for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become excellent class among all. Last but not least, we would like to say thank you to our group partner which are Nursyazreen Binti Sham, Nurul Farah Adila Binti Ismail, Siti Nur Aisah Binti Hamzah, Anis Nadiah Binti Rahim and Noorizati Binti Zulkifli for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

## **1. Introduction**

### ***1.1. Name of the company***

The company's name that has been decided and registered under the Registration of Business is POME COMPANY. The words POME came from the words pomegranate fruit itself which is our product is all based on pomegranate fruit. Then, our company is conducted by the General Manager, Nur Syazreen Binti Sham, Administrative Manager is Nurul Farah Adila Binti Ismail, Marketing Manager, Siti Nur Aisah Binti Hamzah, Anis Nadiah Binti Rahim as Operating Manager, and Noorizati Binti Zulkifli as Financial Manager.

### ***1.2. Nature of Business***

Pome Company is a business based on partnership and the nature of business is food industry. Our business consists of five partners. The amount of profit is distributed equally among partners. Pome is a small shop that specializing in a jam where we use pomegranate fruit as our main product.

### ***1.3. Industry Profile***

Our business is based on the food industry. In Malaysia, the food industry is dominated by small and medium scale companies. Today, Malaysia has a sizeable and rapidly growing food service market. The food service market has been growing at a rapid average rate of around 6.5% per annum over the past five years. A more and more hectic and stressful lifestyle in urbanized Malaysia contributes to the growing demand for convenient and easy to prepare meals at home. The key trends are expected to continue and enlarge their influence, leading to a range of innovative products to satisfy this demand.

### ***1.4. Location of the business***

Pt 6851 Lingkaran Mitc, Kota Fesyen MITC, 75350 Melaka.

### ***1.5. Date of business commencement***

8<sup>st</sup> January 2017.

### ***1.6. Factor in selecting the proposed business***

The first factor is to provide more product line in food industry. Our products are full with nutritious and vitamin from the pomegranate fruits. With this kind of products, all Malaysian will definitely live a healthy lifestyle and this will ensure that the percentage of a healthy people in Malaysia will increase. Our products are made using fresh pomegranate fruits and other ingredients such as sugar and lemon. While people enjoying our products, they still can keep healthy due to all the nutritious and vitamin which contained in the pomegranate fruits that we used to make this products. The reason why we produced this products are to introduce the new brand of jam which give different flavors and tastes to all Malaysian and worldwide than other jam brands that are already well-established in the market. These jam are easy to market because people mostly interested with fruits. We tend to produce this products regarding to the customers' demand and it is hone of those treats that are enjoyed by people of all ages.

### ***1.7. Future prospects of the business***

In the future we would like to promote and market our product widely to customers from other states and international so that our product will be known to every people. We would like to open another branches in the business for import and export activity to make our business operation runs smoothly. Besides that, we will put more effort to increase the quality of our cuisine in processing this frozen food so that we can produce more quality of Pome Jam in a short period.

## **2. Purpose of preparing the business plan**

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

Business plan is used as a feasibility study to ascertain the viability of the project and helps to evaluate the growth potential. It can help our company to see how long our business can survive in the market because based on sales forecast we are able to identify our product capabilities to succeed in long-term. Besides that, it helps us to predict our profit and know about our rivalry. It also gives the opportunity for entrepreneur to assess the business venture objectively, critically and practically.

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

Business plan is used as a document to justify and support loan application or to entice and convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture. The business plan must be critically written because it will be as the indicator to make investors confident to invest in our business and to show that we really want to do the business.

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

Business plan is a written document that acts as a guide for the project implementation. It also serves as a manual guideline for day-to-day management of the business for the company. The business plan will be as a guideline for each department in our company. For administration department, it helps us to know about the organizational chart and the list of the personnel has in our company. For marketing department, it gives the information about the sales forecast for every month, our target market and also the marketing strategy that we used. For operation department, it guides us to the operation plan. With business plan, we can know the total quantity of raw materials to be used for every month, all the steps that involve, numbers of workers needed and what machines and equipments that used in the process. So, it is easier for our company to plan the strategies to handle our business.