



اُنِيْوَرْسِيْتي تِكْنُوْلُوْجِيْ مَآرَا
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TEKNOLOGI
MARA

FACULTY OF UITM KUALA PILAH

**FUNDAMENTALS OF
ENTREPRENEURSHIP (ENT300)**

TITLE: BUSINESS PLAN

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Table of Contents

1.0 EXECUTIVE SUMMARY	4
2.0 INTRODUCTION	6
2.2 PARTNER BACKGROUND	8
3.0 ADMINISTRATION PLAN	13
3.1.1 Business Logo & Description	15
3.2 ORGANIZATION CHART	16
3.3 ADMINISTRATION PERSONNEL SCHEDULE	17
3.4 SCHEDULE OF TASKS AND RESPONSIBILITIES	18
3.5 REMUNERATION SCHEDULE	19
3.6 OFFICE EQUIPMENT & SUPPLIES	20
3.7 OFFICE FURNITURE & FITTINGS	20
3.8 ADMINISTRATIVE BUDGET	21
4.0 MARKETING PLAN	22
4.1 MARKETING OBJECTIVES	23
4.2 PRODUCT DESCRIPTION	23
4.2.1 PRODUCT CONCEPT	23
4.2.2 SPECIAL CHARACTERISTICS	24
4.2.3 PROMOTIONAL SALES INCREMENT	24
4.3 Market Trend	25
4.4 Market Size and Market Share	26
4.4.1 Market Segmentation	26
4.4.3 Market Size	28
4.4.4 Market Share	29
4.5 Competitor's Analysis	30
4.6 Marketing Strategies	32
4.6.1 Product Strategy	32
4.6.2 Price Strategy	32
4.6.3 Place / Distribution Strategy	32
4.6.4 Promotion Strategy	33
4.7 Marketing Budget	33
5.0 OPERATIONAL PLAN	35
5.9 OPERATIONAL BUDGET	45
6.0 FINANCIAL PLAN6.0 FINANCIAL PLAN	46
6.1 DEPARTMENT BUDGET	47

6.2	PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING	50
6.3	PRO-FORMA CASH FLOW (3 YEARS).....	51
6.4	Pro-Forma Income Statement (3 years).....	54
6.5	Pro-Forma Balance Sheet (3 years)	55
7.0	APPENDICES	56
7.1	CONCLUSION	57
7.2	REFLECTION REPORT	58

NUURÉ is a purpose-driven halal baby food brand founded to serve the nutritional and spiritual needs of modern Muslim families. Established as a Private Limited Company (Sdn. Bhd.) in Shah Alam, Selangor, NUURÉ prioritizes tayyib principles by delivering products that are wholesome, halal-certified, and free from preservatives, syubhah elements, or artificial additives.

The brand offers natural fruit and vegetable purees, cereal-based porridges, and meltable biscuits for infants aged 6 to 24 months and all meticulously crafted for developmental benefits and dietary safety. With resealable, hygienic packaging and certified raw ingredients, NUURÉ combines ethical integrity with modern convenience.

Built by a skilled and multi-disciplinary team, NUURÉ strategically positions itself through digital marketing, influencer partnerships, and consumer education on halal nutrition. The business aims to capture 5–10% of Malaysia’s growing halal baby food market, with projected sales rising from RM6.46 million in Year 1 to RM24.44 million by Year 3.

NUURÉ embodies the motto “Feeding is an Amanah,” with a vision to nourish the next generation through food that’s not only physically beneficial but spiritually sound making every bite a reflection of trust, care, and Islamic values.

2.3.1 BUSINESS BACKGROUND

Introducing NUURÉ, a trusted name in baby nutrition, specially crafted to nourish your little one with love and care. At NUURÉ, we understand that the early stages of life are crucial for growth and development. That's why our baby food is made from 100% natural, halal-certified ingredients which is free from preservations, artificial flavours, and added sugars.

We have chosen the business form of a Private Limited Company (Sdn. Bhd.) for the Nuuré brand because it provides limited liability protection to the owners, simplifies the process of halal certification, and builds greater trust among consumers and regulatory bodies. Additionally, this structure supports long-term business growth and the potential to attract future investments. Our business is located at No. 12, Jalan Plumbum R7/R, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan. This strategic location allows us to serve our target market efficiently, especially young families and urban Muslim parents in the area.

Designed for modern, health-conscious parents, NUURÉ offers a range of purees and soft meals that are rich in essential nutrients to support cognitive development, immunity, and healthy digestion. Each recipe is thoughtfully prepared to be gentle on baby tummies while delivering delicious taste and balanced nutrition. Formulated for babies aged 6 to 24 months, NUURÉ caters especially to Muslim parents particularly urban mothers in Shah Alam, who seek convenient yet trustworthy feeding solutions.

We choose NUURÉ as our product to provide Muslim parents with a trustworthy, halal-certified baby food option that is not only nutritious but also aligns with Islamic values. NUURÉ aims to fulfil a growing demand for safe, convenient, and tayyib (wholesome) meals for infants, especially among urban families. By incorporating halal assurance principles and ethical packaging, NUURÉ supports the preservation of health, intellect, and lineage as outline in Maqasid Shariah.

Lastly, the purpose of preparing a business plan is to provide a clear roadmap for the direction, goals, and operations of the business. It helps in organizing ideas, identifying target markets, outlining financial needs, and setting realistic objectives. A well-prepared business plan also serves to attract investors, secure finding, and ensure that the business complies with industry standards, including halal assurance if applicable.