



اُونِيُوَرْسِيْتِي تِيكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SNACKS AND BEVERAGES

FACULTY : BUSINESS ADMINISTRATION (HONS) FINANCE

PROGRAM : FINANCE

PROGRAM CODE : BM242

COURSE : PRINCIPAL OF ENTREPRENEURSHIP

COURSE CODE : ENT 530

SEMESTER : 4

GROUP NAME : TRIPLE F'S

GROUP MEMBER : FARIDATUL FAZWAN ABD RAHIM

FAUZIAH HANIF

FRANCESS CHREMAI UNCHUM

SUBMITTED TO :

MR CYRIL SUPAIN

SUBMITTED DATE :

20 Dec 2017

TABLE OF CONTENT

CONTENT	PAGE NUMBER
Executive summary	1
Company profile	1
Environmental Industry analysis	3
Description of venture	4
Operation Plan	5
Marketing Plan	11
Organization Plan	18
Assessment of Risk	26
Financial Plan	27
Appendices	56

VII. Date of registration: 29/11/2017

VIII. Registration No : 491692

IX. Name of bank: Bank Islam

X. Bank account number: 10016027555588

EXECUTIVE SUMMARY

Introducing our beloved product which are supply of Snacks and Beverages. After spending a lot of time researching the perfect business idea, we have finally able to come with the most convenient Snacks and Beverages. Many people especially university students like to take some Snacks and Beverages as their daily intake. We realized that, many people nowadays love to eat fast food especially students and some of our lecturer in UiTM Kota Kinabalu. Nowadays, there are many Snacks and Beverages are available but mostly are not convenience for students. Thus, Triple F's are come out to solve the students problem, we want to introduce our Snacks and Beverages that we provide to them which are Potato, Potato Cheese, Fish Cracker, Prawn Cracker and Amplang, for the Beverages are Milk Coffee, Milk Nescafe and Green Tea, our customer also can request either they want to add topping such as Black Jelly or Jelly. For now we only focus on UiTM students, Lecturer and also staff who works in UiTM, but in the long run of course we want to creates more customer to expand our business. Since our product are focus on students and also lecturer, we are able to come out with an affordable product for the student. We offer product which is in affordable price because we know and experience it by our own how is the financial of a students. For our management team, we only start with 3 person which is also our partner. One person as a General Manager, one person as Marketing Manager and Operation Manager and one person as a Organization Manager and Financial Manager. This is because to start up this business, we want to make sure that our cost is low.

COMPANY PROFILE

Company background

- I. Name of company: Triple F's
- II. Address: UiTM Kota Kinabalu
- III. Telephone:
- IV. Form of business: Partnership
- V. Main activity: Supply of Snacks and Beverages
- VI. Date of commencement: 12/9/2017
- VII. Date of registration: 29/11/2017
- VIII. Registration No :
- IX. Name of bank: Bank Islam
- X. Bank account number:

ENVIRONMENTAL INDUSTRY ANALYSIS

The reason why we come out with this idea is because we want to promote the local product not only focus on domestic but also for international. Also, we want to make sure that foreigner be aware with our product and of course they will love our product. We can compete with our competitor since we are the only one that provide snacks and beverages which is known as complementary goods. Since we aim UiTM's student, we provide affordable price and convenient that easy for people to carry to anywhere they want to go. We provide variety types of snacks and beverages that makes our product unique, also at the same time we can attract more customer to buy our product.

Structure of Triple F's that we offer local product to promote Sabah. In the existing market, they only offer snacks without flavor but the different between us, we offer snacks with flavor which is fish, prawn and cheese. For the beverages, we provide topping such as jelly and black jelly to innovate the product. We as a student had experience before and know what are the students need and want so we introduce this product for student so they can enjoy it while study, do their assignment or in class. This is because student can relax and release their stress by enjoying our product, love is food.

Product that we offer is Potato, Potato Cheese, Fish Cracker, Prawn Cracker and Amplang, for the Beverages are Milk Coffee, Milk Nescafe and Green Tea and also can request either they want to add topping such as Black Jelly or Jelly. Many benefits of our product which are can reduce heart disease, have energy, reduce cancer and burn fat. Researcher found that older patients with high level of caffeine in their blood were more likely to avoid Alzheimer. It has also been shown to protect against skin cancer in women. The benefits from green tea is may help prevent diabetes or insulin resistance and health protect brain cell from free radical damage. The disadvantages of our business is for now we only can focus in UiTM area and cannot distribute our product outside UiTM. Also our target market is small since we only target UiTM's students in Kota Kinabalu.

We are given time to brainstorm what are the product or services that we provides and it take around 1 week to finalize our decision to offer snacks and beverages to our customer especially our target market which s students in UiTM Kota Kinabalu. We confirm that we can added more variety of snacks and beverages offer to our customer so that we can keep the customer be loyal and at the same time we can attract potential customer in the future. Other than that, we will have an opportunity to open up new branches so that our customer are easy to get our product.

For the operation, there are a requirement where the person who directly involve in making the snacks and beverages need to take Typhoid Vaccination and Course of Handling Food because in order to make sure that our product is safe. We need to make our customer confident with our product and serve them with very perfect and safe product.

At the beginning we only provide Cracker and potato for the snacks and for the beverages we only provide Coffee and Nescafe. This is because we are new and still not aware with the competitor. After we get the feedback from our customer, we can improve our product by introduce more flavor such as Prawn cracker, Fish cracker and potato cheese, for the beverages we introduce Green tea and our customer can added topping like black jelly or jelly to make the Coffee, green tea and Nescafe tasty.

OPERATION The risk that we face is when there is a high demand of our snacks and beverages but the supply is low. This is the difficulties that we need to face and of course we cannot meet the needs and wants of our customer. Our customer need to wait until the raw material of our product arrived from Tawau and other store in Kota Kinabalu. In order to meet the demand of our customer so that they are no cheat from our product, we need to buy the raw materials from Kota Kinabalu itself rather than wait until raw material arrived, but we need to pay extra money which is pay at higher cost because the raw materials that we buy from Kota Kinabalu store also from supplier in Tawau. They are only act as an intermediaries to sell it here in Kota Kinabalu.

DESCRIPTION OF VENTURE

LOCATION As we mention above that we provide snacks and beverages, we aim for a student who can enjoy our product anytime and anywhere. Sometimes student need something to eat when they want to do their assignment or while studying, and also if they feel sleepy in class they can eat our product so that they can avoid to sleep and of course they will focus in class. For now, our product is only focus on UiTM student, student is the future generation that will govern our country. They need a better education in order to govern our country, so if they are sleeping in class, how can they be an educated person. Our product will solve their problem since we are offering snacks and beverages, They can enjoy our product while in class to avoid them from sleep in class. We promote local product, of course we will be successful in the market and our product are signature of Sabah. So, the tourist that come to Sabah such as tourist from China, Indonesia, Taiwan, Korea and other country will buy and taste our product, also they can make our product as a souvenir. *It is strategic place since our*

Major event that we organized is product launch, this is where we give taster for each of our snacks and beverages. This is to make sure that our potential customer can taste and aware with our product. Also, we can get feedback from our potential customer on how to improve our existing product. From this, it will also can help us to added more variety of snacks and beverages in the future. We want to expand our business by open up new branch in KK City which can be consider as a strategic location because there is the center of market, many potential customer that we can attract to buy and enjoy our product. We also want to make sure that our product line will be added from time to time so that our customer can enjoy our product without feel bored and of course there is a potential to creates more customer to buy our product. For our management team, we want to add more worker especially in operation department because it is important to have enough manpower in order to make the business run smoothly. Also, we want to make sure that all production will run smoothly so we need to plan it in a good way and try to change the plan if it does not works as well as plan or we can make correction. We hope that we will get a positive cash flow every month, this is where we want to make sure that our sales is higher than our expenses so that we can have a surplus cash which is our profit.

We are here