



اَبُو رَسِيَّتِي تَيَكُونُ لَوِي مَبَارَا  
UNIVERSITI  
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MARA

## FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



### TASTYBITES' BUSINESS PLAN

Faculty of Accountancy (AC110)

Group AC1105A1 & AC1105A2

**Prepared by:**

Name	Student ID
Augustus Roderick Kilou Hiew	2015882064
Sara Mae Michael Rajah	2015813966
Siti Rafidah Binti Daud	2015880736
Mohd Zul Aklil Zhafri Azizan	2012189575

**Prepared for:**

Mr. Mohammad Firdaus Bin Mohamad

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## ***EXECUTIVE SUMMARY***

Encouraged to create something is not exist in the market is one of our company's goals. The combination of this caramel popcorn and mini pop chicken is one of our effort towards the society. The popchicken exist in the market because our company want to satisfy consumer satisfaction of having popcorn and chicken at the same time. Our popchicken is an introduction of fast food in the food and beverages industry. Our target market is focusing on the citizen who live nearby to our location of business which is in GSC cinema, One Borneo Hypermall.

To ensure our business start-up is well prepared, we provide all the important information in our business plan. Our organization is considering many factors in order to achieve our objectives, mission and vision. And to not obstruct any legal law, our organization is bonded with partnership agreement which is a basic and fundamental for a business to stay longer in the industry without having any interference from outside legal entity. All member in the management are responsible to do their task in accordance with the schedule of tasks and responsibilities. And to make sure that our organization is utilizing our budget very effectively, apportionment of funds is essential to avoid over usage of budget.

Because of our product is still new in the market, so our organization have done research and development process. A proper and adequate marketing mix that we comply in our business is to introduce our product in the market and capture value from customer in return. Marketing mix is including the significance of a product, the distribution method, the promotion itself and the steps on deciding the price of our product. To have a guaranteed effective and efficient marketing mix, our marketing manager already observe every market and segmentation to identify the target market of our customer and can apply the promotion approach towards them.