



جامعة تكنولوجى مارا
UNIVERSITI
TEKNOLOGI
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

Date of Submission:

22nd December 2017

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ACKNOWLEDGEMENT

First of all, we would like to thank God for giving us the chance to complete this business proposal for ENT300 assignment. All glory and praises to God.

For this semester, our group feels happy to say that we are proud to be taught by one of the best lecturers in UiTM, which is Sir Firdaus, for ENT300. Only with his endless efforts and lectures that we can get to fully understand what is actually entrepreneurship and how to become a successful entrepreneur and establish a strong place in the business industry. To become a great entrepreneur, we cannot just have a great academic skill but we also need to know the practical and technical perspective of it. One of the best ways of learning it is by doing this assignment.

Next, we would like to personally thank our beloved and happy-go-lucky ENT300 lecturer, Sir Firdaus for helping us along our journey in completing this assignment. He has been giving us countless important tips and advices in ensuring the best result for our assignment. He never felt tired in guiding us though we knew that he got other more important matters to think about. Words cannot describe how thankful we are to be guided by Sir Firdaus.

Other than that, we would also like to give thanks to our parents for being super supportive in every matter that we do. With their blessings and support, we manage to get this assignment done. We would also like to give credits to all of our classmates who have been lending us a great hand especially through moral support in time when we feel down and almost give up. It is undeniably true that life as a student is stressful, but that is why we need someone to cheer us up, that is why we all need friends in our lives.

Last but not least, thank you to all of our group members, Augustus Roderick Kilou Hiew, Mohd Zul Aklil Zhafri Azizan, Siti Rafidah Binti Daud and Sara Mae Michael Rajah for giving their very best in completing and getting this work done. You guys are the best. Thank you !

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.