



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

LOCAL FOOD VENDING MICHINE

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TABLE OF CONTENTS

Contents	Pages
LIST OF TABLE	i
LIST OF CHARTS	ii
LIST OF FIGURES	iii
BUSINESS PLAN LETTER	iv
EXECUTIVE SUMMARY	v
ACKNOWLEDGEMENT.	vi

EXECUTIVE SUMMARY.

Our company name is Eazy Vend. Our company business offered Local cake vending machine to customer. The establishment of this business is for our customer to enjoy themselves with the Product that our business offered. This can help the working people and the student to enjoy local cake anywhere they want and anytime they want.

At present, we plan only two worked that will be handle this vending machine for the moment because the vending Machine for the start we are planning to put only at UITM and only around 3 Vending Machine which focusing place that near the classes and the main place that the student will stay and having their class.

Based on our research, there are 5000 people in UITM itself with the information that we get there come the idea to make a business about the local cake vending machine this is because mainly the student love to eat during class so this give the student to studying and eat at the same time.

ACKNOWLEDGEMENT.

Thank you God, Because of his blessing the producing of this business plan would not be possible. Besides that, we would like to say thank you to both of our parents and entire group member for giving a full cooperation and dedication to accomplish this business proposal.

We would also express our gratitude to our beloved lecturer, especially the one who was in charge for this assignment, Mr Cyril Supain. All his dedicated effort and advises to us during the whole semester that had been taught are very useful in a real world of occupation.

By putting our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. All the guidance, Theory and experience given by our lecturer will always stay in our mind. For sure, all the experience that we had been through we will pass or share with gratefully as example that been shown by our lecturer without taking advantages of hope in a return because money really cannot buy all the things in this world.

Lastly, we also want to say thank you to our fellow classmate who also supported and helps us throughout the process although them all are busy too during their business proposal, but still they give us courage and ideas to help finishing up our business plan.

1.0 INTRODUCTION.

We came up with company's name, that is The Eazy vend mainly because it is appropriate with the product that our business try to offer, that is selling local cake. Our business mainly focused on reselling the Local Cake to help the Local businesses to sell their cake. We believe that the student will be hungry especially when night time and most of the student like to eat sweet food while studying.

Eazy Vend offered and provide the local cake to students and stuff. We choose this business because as a student also we are in the situation where we craving for cake and sweet things and other criteria :

- The family, student and kids especially love sweet food like cakes.
- Attractable to our target market that is the students and family member.
- Not even one vending machine of the local cake in sabah itself and especially UITM.