



UNIVERSITI TEKNOLOGI MARA  
(UiTM)  
SABAH

ENT 300  
FUNDAMENTAL OF ENTREPERNEURSHIP

BUSINESS PLAN  
BUTTER IS BETTER

PREPARED BY

1. FARAH SYAZANA BINTI ASHRAF – 2015687438
2. SITI NORAMELINA MOHD AYUB – 2015299302
3. JASMINE AZNEEF ALAN HII – 2015601722

PREPARED FOR :  
MR MOHD FIRDAUS



<b>CONTENT</b>	<b>PAGE</b>
<b>SUBMISSION OF BUSINEE PROPOSAL</b>	<b>1</b>
<b>EXECUTIVE SUMMARY</b>	<b>4</b>
<b>ACKNOWLEDGEMENT</b>	<b>6</b>
<b>INTRODUCTION</b>	<b>8-15</b>
-1.1 NAME OF COMPANY	
-1.2 NATURE OF BUSINESS	
-1.3 LOCATION OF BUSINESS	
-1.4 OPERATIONAL DATE	
-1.5 PROSPECTS OF BUSINESS	
-1.6 PURPOSE OF BUSINESS PLAN	
-1.7 BACKGROUND OF THE COMPANY	
<b>PARTNERSHIP AGREEMENT</b>	<b>16</b>
<b>ORGANIZATIONAL PLAN</b>	<b>19-26</b>
-2.1 INTRODUCTION TO THE ORGANIZATION	
-2.2 ORGANIZATION CHART	
-2.3 ADMINISTRATION PERSONNEL	
-2.4 ADMINISTRATIVE BUDGET	
<b>MARKETING PLAN</b>	<b>27-47</b>
-3.1 INTRODUCTION TO MARKETING PLAN	
-3.2 PRODUCT AND SERVICES DESCRIPTION	
-3.3 MARKET ANALYSIS	
-3.4 MARKET CHANNEL	
-3.5 SALES FORECAST	
-3.6 MARKET SEGEMENTATION	
-3.7 MARKET SHARES	
-3.8 MARKETING BUDGET	
-3.9 STRENGHT AND WEAKNESS	
<b>OPERATIONAL PLAN</b>	<b>28-59</b>
-4.1 INTRODUCTION	
-4.2 OPERATION FLOWCHART	
-4.3 BUSINESS PREMISE LAYOUT	
-4.4 PRODUCTION PLANNING	
-4.5 MATERIAL PLANNING	

---

## **-4.6 LOCATION BUSINESS**

<b>FINANCIAL PLAN</b>	<b>60-75</b>
<b>-5.1 THE IMPORTANT OF FINANCIAL PALN</b>	
<b>-5.2 THE PROCESS OF DEVELOPING A FINANCIAL PLAN</b>	
<b>-5.3 BUDGET</b>	
<b>-5.4 PROJECT IMPLEMENTATION COST AND SOURCE OF FINANCE</b>	
<b>-5.5 CASH FLOW STATEMENT</b>	
<b>-5.6 INCOME STATEMENT</b>	
<b>-5.7 BALANCE SHEET</b>	
<b>-5.8 FINANCIAL RATIO</b>	
<b>-5.9 GRAPH OF FINANCIAL RATIO</b>	

<b>CONCLUSION</b>	<b>76-77</b>
-------------------	--------------

<b>APPENDIXES</b>	<b>78-81</b>
-------------------	--------------

---



## EXECUTIVE SUMMARY

A business is an organization that provides goods and services to others who want or need them. Businesses is an economic system in which goods and services are exchanged for another or money, on the basis of their perceived worth. Every business requires some of business investment and a sufficient number of customers to whom its output can be sold at profit on a consistent basis. When starting a business, there are several different types of business structures to choose from, such as a sole proprietorship, a partnership or a corporation. Nowadays, there are so many people who are willing to run a business and entrepreneur. Generally, entrepreneurs are individuals who actively form or lead their own business. Entrepreneur may act singly or in teams to actively form business. As an entrepreneur, we have to take risks besides the opportunities.

For our business we decided that we want to involve in producing three types of dishes which are cooked by butter. For what we know, butter can be enjoyed by every range of age. So, we decided to make something new in Kota Kinabalu, Sabah. We comes out with take away services, and you guys can have it anywhere, anytime you like. We are located in Imago Shopping Mall, at level G. Our shop is between Lucy's Kitchen and CFC Restaurant.

Here our partnership business consist of 3 head departments. We run our business with just three of us, which is we also friends since school. So, Siti NorAmelina Mohd Ayub is our Admin and also Marketing manager. Next is Jasmine Azneef Alan Hii which she is a Operational Manager. Last but not least is our Financial Manager, which is Farah Syazana Ashraf.

## ACKNOWLEDGEMENT

Assalamualaikum, firstly we would like to thank Allah S.W.T because we finally completed our group assignment. To be honest, none of us thought that we can finally finish this business plan right on time. Thank to Allah SWT for giving us the strength for finishing this project

During the whole period of preparing this business plan especially during the final week before our presentation and before submitting this proposal, we went through a lot of tough times. We believe that without one person that has been guiding us throughout this journey, we will not going to make it to the finishing line. That person is our lecturer Mr Mohd Firdaus. We would like to express our gratitude for his delicate advises and guidance to us. Thank you very much.

Next, we would like to thank all group members that had always been dedicated in making this assignment successful no matter how hard it is. Without their support this assignment are impossible to be completed.

We also owe acknowledgement to our family for their support in no matter what we do. They also help us a lot of such as providing us with necessary financial to make this assignment a success project.