



اَللّٰهُمَّ سَيِّدِيْ تَبَكَّرْ لَوْ كُنَّ مَنَاظِرًا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Pahang  
Kampus Raub

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**(AM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT 300)**

**ASSIGNMENT 3 (BUSINESS PLAN) :**

**THE BUJANG'S**



**(AM1105B) PREPARED BY:**

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## **EXECUTIVE SUMMARY**

The Bujang's offers a conveniently and economical foods for customers that are majority low income households. With three selected menus, it is served with a complete basic meal that contains a whole nutrients which also would simultaneously assist customers with their daily budget, because of we offer the selective menus with a economical price. Also, customers have the power to select from our menus that would definitely, appropriate with the local taste which can assist them with their daily preference through food. Our clients are identified as middle and low class since the cost is affordable. But, mainly, we focuses more towards the low income households. Besides that, the target market range from the demographic segmentation to the psychographic segmentation, since the food are designed specially for the low income households, it is to make sure that they are served with the best and superb quality from us. The Bujang's accentuates the price and also the quality of our products and services as the marketing strategy. The price that we offer can be affordably purchased since the average residents in Bertam Perdana has moderate income. With that in mind, a marketing strategy has been induced regarding the price to attract more customers in that particular area.

## 1.0 BUSINESS BACKGROUND

Table 1.0 Business Background

<b>Name of the Business</b>	The Bujang's
<b>Business Address</b>	
<b>Correspondence Address</b>	
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	-
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	Food Services
<b>Date of Commencement</b>	1 <sup>st</sup> Disember 2020
<b>Date of Registration</b>	1 <sup>st</sup> January 2021
<b>Registration Number</b>	A56678899-D
<b>Name of Bank</b>	CIMB Malaysia
<b>Bank Account Number</b>	

## 1.1 VISION AND MISSION

### 1.1.1 VISION

To ensure our food will become the local's favourite in the future

### 1.1.2 MISSION

We aim to provide and offer our customers the most economical price by providing the best available option

## 1.2 LOGO AND MOTTO

### 1.2.1 LOGO

The kitchen utensils in the logo which are a fork and a spoon, reflect as to provide premium quality food



Bujang is a Malay word which we describe it as simple and convenient

### 1.2.2 MOTTO

“ Good work ain't cheap !”