



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

PARATHA'S WORLD
BY QASAF SDN BHD

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ACKNOWLEDGEMENT

We would like to express our deepest appreciation to all those who provided us the possibility to complete this business plan.

A special gratitude we give to our Fundamentals of Entrepreneurship (ENT300) lecturer, Madam Dayang Kamisah whose contribution in stimulating suggestions and encouragement, helped us to coordinate our project especially in writing this business plan.

1 INTRODUCTION

We have to appreciate the guidance given by other groups members as well for their comment and advices given that enable us to write a better business plan.

- 1.2 Nature of Business
- 1.3 Industry Profile
- 1.4 Location of the Business
- 1.5 Date of Business Commencement
- 1.6 Factors in Selecting the Proposed Business
- 1.7 Future Prospects of the Business

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- 2.1 To evaluate the project viability and growth potential
- 2.2 To apply for loans or financing facilities from the relevant financial institutions
- 2.3 To act as a guideline for the management of the proposed business
- 2.4 To allocate business resources effectively

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- 3.1 Vision and Mission
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1. Introduction

EXECUTIVE SUMMARY

The name for our business is Paratha's World by Qasaf Sdn Bhd. Qasaf is actually the combination of our names, whose are Cilla, Anabella, Busti, Aqi and Fathiah since that we form our businesses as partners and decided to name our business as Paratha's World ByQasafSdn Bhd. We already agreed on the term of agreement of partnership.

The nature of the business would be of course selling. The location of the business is No. 8-3, Block B, Universiti Apartment 1, 85400 Kota Kinabalu. The date of Our main activity is selling paratha with a different fillings that can be choose by the customer depending on their tastes. We combine all paratha and fillings into one that give a variety of choices to customers in only one shop.

There are several important department that are the backbone of our company that is administrative department, marketing department, operational department and financial department. Each of us will become the head of each department in our business.

The range of customers that we will be focusing on is students, family, single workers, childrens and most of our product are suitable for all customers.

VALUE FOR MONEY

We will expect that our business will become more developed in the near future because with the new improvement in our services, the demand will increase not only during any occasion but it might be a new daily demand. This will give more advantages for us to make our services more profitable and stable in the long run.