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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SIDEMEN's SENDIRIAN BERHAD

SATAY FOOD TRUCK

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
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10 JULY 2020

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**SIDEMEN’S– SATAY FOOD TRUCK**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

feerman

.....
Muhammad Feerman Bin Yusoff
General Manager

ACKNOWLEDGEMENT



**In the name of Allah, the Most Gracious and the Most Merciful.
Peace and blessings of Allah be upon Prophet Muhammad**

Alhamdulillah, First of all I would like to thank God as finally I was able to finish the assignment that have been given by ENT300's lecturer to us. This task had been done with all afford of mine even though a little bit hard since all the learning done through the internet while doing this assignment. Luckily, all the problems can be settle down and was able to adapt properly and wisely.

On the other hand, big thank also we address to my ENT300's lecturer which is Madam Rozieana that are always teach me and guide me to understand the things that I should know while studying the subject and also in producing good project work.

Finally, thank to my beloved friend that who had involved and contributed directly or indirectly to this business plan, for always stick together and also work hard to produce a good assignment with all afford and responsibility. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit about Entrepreneurship world and fact about how to become a entrepreneur in future.

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EXECUTIVE SUMMARY

Sidemen's Sdn. Bhd offers food products and services for customers, providing the variety of national's foods, drinks, and more snacks that the gives high satisfaction of consumer.

Our clients is customers identifying as middle and low class who want consume product with fast and affordable prices. We also targeting busiest workers or pedestrians around the city since our business is done in the food truck that is on the side of the road which they can easily stop by. Sidemen's also offers a variety of national food and drinks that favoured by many locals and receive halal certificates.

Across Kuantan particularly the Sidemen's Sdn. Bhd. Business has seen an explosion of growth from year to year. Kuantan basically is a capital state of Pahang which have many tourists every year and pedestrians around the city that cause our business rise over the year. While there are currently many businesses like us in Kuantan, but our food truck considered as top choice from the customers because quality of our foods and services was tremendous.

Sidemen's Sdn. Bhd. Marketing strategy is to emphasize the quality and price of products and services. We offer the most affordable price since we got so many competitors that do businesses similar like us. Thus, we develop marketing strategy that gives attraction to come to our truck especially the one who want a cheap snacks to fill their belly.

The management of Sidemen's Sdn. Bhd. consists of lead workers. Our workers has extensive experience in finance, businesses, sales and accounting. Four partners will be take role responsibilities together instead different duties and portfolio duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build and promote our business through social media, printed media and tour event. The masterpiece of our food that Sidemen's Sdn. Bhd. will provide is sure to appeal to customers throughout Pahang especially Kuantan area.