



اُنْجُوْرْ سِيْتِي تِي كُوْلُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

FALIKAHABI ENTERPRISE

PREPARED FOR:

DR HASNIZAWATI HASHIM

PREPARED BY:

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No	Content	pages
	LETTER OF SUBMISSION	3
	ASSIGNMENT PROJECT DECLARATION FORM	4
	EXECUTIVE SUMMARY	5
	1. Business background	6-8
	2. Owner Background	9-13
	3. Administration plan	14-17
	4. Marketing plan	18-23
	5. Operational plan	24-35
	6. Financial plan	36-41
	CONCLUSION	42
	APPENDICES	43

LETTER OF SUBMISSION

Diploma in Public administration (AM110)
Faculty of Administrative science and policy studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

22 January 2021

Dr Hasnizawati Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **FALIKAHABI ENTERPRISE** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

MADIB

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MUHAMMAD ADIB HAFIZ
General Manager FALIKAHABI ENTERPRISE

ASSIGNMENT PROJECT DECLARATION FORM

EXECUTIVE SUMMARY

Our company has established a new business at Puchong, Kuala Lumpur where we want to market a product and also have a specific store. Next, we have also developed a new product that is different from most products around the world. Our brand name is FALIKAHABI (Sunnah Premium Quality), which has used a different ingredient to attract people in Malaysia and didn't have a specific race that can purchased this product. As we know, Malaysia has many kinds of races and region, and this healthy product that has been introduced by our company will allowed them to try it without any hesitation. Moreover, our company mission is towards a healthy lifestyle by consuming Sunnah foods that are good for health without preservatives meanwhile our vision is we are use the 100% premium ingredient to maintain the higher quality product and be one of the business company that use Sunnah ingredients in the product. In this situation, every company has their own target people when them has establish the business.

Then, for this business, our target people are mostly for them who make an oat and fruity as their favorite ingredients especially to the people who wants to stay healthy. Other than that, our company also target to the whole people such as kids, young or adult to visit our store and try this product. There is also have a reason why customer needs to purchased or try our product which is our product is now a current trend that most of the people wants and them will be suitable with our ingredients towards a healthy lifestyle. In this company business, 5 persons have been managed which is Muhammad Adib Hafiz bin Amzah as General manager of this company, Nur Adlina Binti Mokhtaruddin as administration manager, Rabiatal Adawiyah Binti Ahmad Tajuddin as marketing manager, Nurul Atikah Binti Ahmad Saufi as operational manager and Farhana Binti Mohd Hamid as financial manager.

1. Business Background

Table 1.0 Business Background

Name of the Business	FALIKAHABI ENTERPRISE
Business Address	ZP-01-22, Zest Point, Lebuhraya Bukit Jalil, BK 9, 47100, Puchong, Selangor, Malaysia, <u>Puchong</u> , <u>Selangor</u>
Correspondence Address	ZP-01-22, Zest Point, Lebuhraya Bukit Jalil, BK 9, 47100, Puchong, Selangor, Malaysia, <u>Puchong</u> , <u>Selangor</u>
Website	www.falikaahabienterprise.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	PARTNERSHIP
Main Activity	SALES
Date of Commencement	13 DECEMBER 2020
Date of Registration	10 DECEMBER 2020
Registration Number	111685-W
Name of Bank	MAYBANK
Bank Account Number	

1.1 Vision and Mission

1.1.1 Vision

- Towards a healthy lifestyle by consuming Sunnah foods that are good for health without preservatives

1.1.2 Mission

- Our company wants to inspire communities to become healthy by using Sunnah
- Ingredients in our product

1.2 Objective

1. Our company wants to give a best services to the customer.
2. Wants to capitalize on physical facilities at Puchong, Kuala Lumpur