



اَبُو سَيِّدِي تَيْكُو لِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105I

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

MYLAMBCHOP

PREPARED FOR:

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PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
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January 2021

Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

Referring to the matter above, we would like to submit our business plan on the name of MyLambchop consisting of all the detail, example and document for your analysis and references.

2. This report consists of our business profile, administrator, financial, marketing and all operation aspects plus all other information about the business plan.
3. We hope that you will be satisfied with our business plan and will give benefits to those who are interested in doing the same business venture. All your kindness and cooperation is much appreciated.

Thank you,

Yours sincerely



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Muhammad Jazlan Haziq bin Muhd Akhir
General Manager

EXECUTIVE SUMMARY

MyLambchop is a food-truck business that will make people easily reach the store. The word “My” itself represents how close the customer and the business are. Not only people from the resident can come to Tapak but people from other areas can come to the venue and surely it is the best way to interact with customers. The food truck will be operating at Tapak Urban Street in Kuala Lumpur where this location has been chosen since the area has the perfect target market for this business to operate. Tapak Urban Street also is one of the most famous food truck locations which is held everyday not only in Kuala Lumpur, but also at some other places such as Petaling Jaya. Our target customers are Modern Malaysians with the range of 15 years old until 65 years old. This is our opportunity to offer a range of our foods which include Lambchop and Burger Bakar

We require at least RM102,854 to finance our first-year operations. Therefore, the partners have contributed a total of RM20,000 together. Lambchop is expected to gain up to RM500,000 sales per year and the amount will be increased from year to year. Based on the size of our market and our defined market area, our sales forecasts for the first year is RM526,680 and we expect a 25% annual rate of growth in the first 3 years. Besides, MyLambchop serves lamb where the meat is a high quality of imported meat from a local supplier. This business is managed and established by five partners who act as the owner of this food truck. This business also has been advertised through Facebook and Instagram advertisements. To ensure the smoothness of the business, MyLambchop has to strictly adhere to the front-end and back-end processes. This is in line with the vision and mission of MyLambchop which can expand MyLambchop to the entire Malaysia and serve high-quality imported lamb meat to the people with flavourful sauces.

1. Business Background

Our food truck is a partnership business that involves five partners who contribute to the business operation and capital. The food truck is a trading or distribution business and motorized vehicle, equipped to cook, prepare, serve and sell food. Our food truck business will have an office that also acts as a storage for food truck equipment and raw material. The establishment of this food truck business is to ease people who need the food service which is fast and convenient. Our business also held meetings occasionally to discuss the business growth and the availability of the stock as well as the business improvement. Moreover, this food truck will be focusing on retro style and western concept of food which is lambchop and burger 'bakar'. To promote and expand business marketing, we use media social advertisement such as Facebook and Instagram where it will be charged when the viewers click on the advertisement. Our product is the new leading food sensation due to less focus on lamb meat menus. Through this, MyLambchop can be seen as unique and distinct from other food trucks at Tapak. Tapak is a central location where the people can buy various foods in one place.

Table 1.0 Company Background

Name of the Business	MyLambchop
Business Address	Persiaran Hampshire, Off Jalan Ampang, Hampshire Park, 50450 Kuala Lumpur
Correspondence Address	3 Towers @ KL City Centre, 3 Towers, 349, Jalan Ampang, Kampung Berembang, 55000 Kuala Lumpur
Website	www.mylambchop.com
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Selling the lamb-based product
Date of Commencement	1st January 2020
Date of Registration	23rd January 2021