



اَوْتُوْرَسِيْتِي تِي كُوْلُوْ كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105F

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME : *myROPIS*

PRODUCT NAME : CHOCOLATE BANANA ROLLS

PREPARED FOR:

ROZIEANA B A HALID @ KHALID

PREPARED BY:

| | |
|---|-------------------|
| HUDA ADRIANA BINTI ZAIDI AZHAR | 2018256538 |
| NURUL ADRIYANIE BINTI SUPARMAN | 2018433246 |
| NURAINA SHAFENA BINTI MOHAMAD REDUAN | 2018432652 |
| NUR SHAHADAH BINTI MOHAMAD ZULKIFLI | 2018273396 |
| NUR BATRISYIA BINTI NORDIN | 2018219994 |

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LETTER OF SUBMISSION

Diploma in Administrative Science (AM110)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

29 JANUARY 2021

Miss Rosnalina Abdul Rahman
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 “**myROPIS COMPANY- CHOCOLATE BANANA ROLLS**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
NURUL ADRIYANIE BINTI SUPARMAN
General Manager

EXECUTIVE SUMMARY

myROPIS Company is provide food services to dessert and sweetness lover. We are comes out with own brands and product to be offered to the people and not will regard after it. Now, it's called myROPIS around of us, later it will be heard and known to many by all peoples around the world. myROPIS is stand with their own term that describe my is for myself and ROPIS is *roll pisang* or banana roll. Perhaps, it be questioned by the people the different of *pisang goreng* and *roll pisang* since main ingredients is banana. myROPIS offers to their beloved customer which consider as "a king of the house" a banana rolls with chocolate because chocolate is sweet, thus without chocolate "we cannot see the sweetness of your smile". myROPIS Café is a great food and place to eat, offering a combination of excellent food and an interesting and welcoming atmosphere. Despite, it looks as a simple food, but this simplest will be your favourite. myROPIS serve the best dessert in town and we're the Malaysian's sweetheart and favourite dessert.

The most special is myROPIS offer various flavour and toppings and we serve the customer through online purchase and also it would be an offline which is myROPIS Café that base at the Subang Jaya SS 15, where it is a world food and viral food places, and it located on urban area with consist of huge number of population. It will be easy to find and easy to grab. We are concerned on marketing strategy in order to approach more customer, thus there will be more promotion for our customer to enjoy their favourite dessert. Other than that, myROPIS registered on the Suruhanjaya Syarikat Malaysia (SSM) and registered as partnership company. Hence, it is a legal business and registered with license. In this business plan, myROPIS begin the new business with our team including agent and dropships that be an actor to settle and communicate with customers in online purchases and managing myROPIS store. We are unite under one root in order to achiever every details of our goals and company with full contribution and participation of all the team to assure our brand and company been known by all people. Additionally, good treatment of our staff be part of our success, since we believe that employee satisfaction will translate into employees who care deeply about the business and customers.

1. Business Background

Table 1.0 Business Background

| | |
|-------------------------------|--|
| Name of the Business | myROPIS |
| Business Address | Lot 211, Jalan SS 15/1, Subang Jaya SS 15, 47500 Subang, Selangor |
| Correspondence Address | Lot 211, Jalan SS 15/1, Subang Jaya SS 15, 47500 Subang, Selangor |
| Website | myropis.com.my |
| E- mail | |
| Telephone Number | |
| Fax Number | |
| Form of Business | Partnership |
| Main Activity | Food Services |
| Date of Commencement | 23 Jun 2020 |
| Date of Registration | 23 February 2020 |
| Registration Number | 201901000005 (1312525-A) |
| Name of Bank | Maybank |
| Bank Account Number | |

1.1 *Vision and Mission*

1.1.1 Vision

“To gives a unique combination dessert experience to be catch the eyes of the world”.

1.1.2 Mission

We want myROPIS to be the first and last choice for the people, regardless ages, gender, young old, singles or married couples. In running the business, myROPIS holds one principle which *“succeeding alone is meaningless without bringing others forward together”*. This mission is reflecting myROPIS which is not just trading for profit, but trading while helping. In roughly, it is the concept of *“trading while helping”* here explaining where myROPIS open for job opportunities for the people by open for agent and dropships. We want other peoples to feel the spirit in the business and to be as part of the myROPIS success.