



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

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DIPLOMA IN SCIENCE (AS120)

ENT 300 - FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS NAME : MANJAH ENTERPRISE

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GROUP : AS1205L

DATE OF SUBMISSION : 11ST JANUARY 2021

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**MANJAH ENTERPRISE – BERGEDIL NONOKS**” to fulfil the requirements as needed as university requirements.

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Thank you,

Yours sincerely,

AMUR

.....
Ainur Aizeah Binti Azman Husni
General Manager

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Bismillahirrahmannirrahim, in the name of Allah, the most the most beneficent and merciful who gave us strength and knowledge to complete this assignment. This assignment is the part of requirement in our course, Fundamentals of Entrepreneurship (ENT300).

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1.0 EXECUTIVE SUMMARY

Manjah Enterprise is a new local company in Malaysia and located in Bandar Jengka, Pahang. Since this company is partnership, we created company's name based on the discussion between the members that managing the company.

As for the business, we are providing a quick, healthy and easy tauhu bergedil that ease people life in Malaysia. As we go through changes of environment, we modernized the tauhu bergedil by adding a new filling where we named it as Bergedil Nonoks. We produced variety of fillings of tauhu bergedil where we use such as chicken, beef and chicken as our main ingredients.

We starting the business with the total capital of RM 200,000 and every partner contributing RM50,000. As in the organization, we create a few positions such as General Manager, Marketing Manager, Financial Manager, Operation Manager and Administration Manager.

Our target market is basically people in Jengka who needs something that easy, quick and healthy to eat, and everyone from different level of income. We also put people from different ages as our target market.

As the business plan is important in creating a business, we state an explanation about our business from the background of the company, operation, marketing, administration until financial of the business.