



اَوْنِيُوْرَسِيْتِي تِيْكُوْلُوْكِ مَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

PPALLI MEOGO

TTEOKBOKKI

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

18 JANUARY 2021

Mdm Normilia Binti Abd Wahid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**PPALLI MEOGO – TTEOKBOKKI**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Hani Amisya

.....
NUR HANI AMISYA BINTI MOHAMMAD HAZRY
General Manager

ACKNOWLEDGEMENT

First and foremost, we would like to express a deepest and sincere gratitude to our lecturer and supervisor, Madam Normilia Binti Abd Wahid who are the one that helping us in the journey to complete this Business Plan Report. We are very glad that madam giving us the opportunity to create our own business plan and providing us guidance throughout this assignment. Her immense knowledge, enthusiasm and passion in sharing knowledge make us feel motivated. We also want to thank our madam for understanding our situation as a student in this pandemic time.

Our completion of this assignment also could not have been done without the teamwork from groupmates which consist of Sarah, Syazwina, Ilya, Hani, Fatin Najwa and Fitrah in sharing their opinion during discussion, for the sleepless nights to chase the deadlines and helping to ease the flow of the work.

Not to forget our classmates that keep on supporting each other and always give news and information on the assignment. We are overwhelmed with the kindness and deeply grateful for all the help. Lastly, we also want to thank our family for the tremendous love and for the words of encouragement while we are completing our assignment.

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EXECUTIVE SUMMARY

Ppalli Meogo Company is a business that consist of six (6) members which each hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, Financial Manager and Head Chef. The business capital is amounted RM 215, 029.00 where total contribution of each member is around RM 35, 838. 16 and the rest RM 200, 000.00 is from Maybank's loan.

Ppalli Meogo with a Motto Life's too short for boring food, taste the differences with our food! is located at Dungun with Address No.7 Arked Mara, Jalan Dungun, 21600 Marang, Terengganu. Tteobokki is the bestselling at our Restaurant.

This company focuses on production of Korean Food in Malaysia. Korean food can be main attraction these days since the first Korean drama landed on Malaysia shores. Malaysian's youth has impacted by Korean culture and lifestyle of foods. Growing demand on Korean food leads to growing number of Korean foods establishment in Malaysia.

The Korean food preserves its aim of producing healthy food. Korean foods are considered as healthier that other types of Asian Cuisines. This is because they are less of fat due to less amount of oil and ingredient that being used in producing the foods. Korean foods offer smaller amount of fats and carbohydrates. Besides, each serving of Korean food includes vegetables.

To make it more interesting and convenient we offer Set Menu. The Set Menu has it economic advantages. The set meals will cost less than the same items in a la carte. This will attract more people to come to our restaurant due to the packages that being offers. We also make an innovation in the recipe of Korean foods that we served