



اَبُو سَيِّدِي تَيْكُو اَوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT (BA118)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS NAME

LIT LIT ENTERPRISE

PRODUCT NAME

RAMEN

PREPARED BY

STUDENT NAME	MATRIC NUMBER
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NUR KHAIRAHNAJWA BINTI RIZAL	2019642704
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SUBMISSION DATE: 19/7/2021

LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business and Management
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16 JULY 2021

Sir Mohd Aidil Riduan Awang Khadir
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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "**LIT LIT ENTERPRISE**" to fulfil the requirements as needed as university requirements.

Below is the list of groups involved in completing this business plan:

Siti Aisyah Binti Mohd Tumiran	2019401342
Nur Khairahnajwa Binti Rizal	2019642704
Nor Shasha Nabilla Binti Mat Ramli	2019233632
Siti Aishah Binti Mohd Muhayaddin	2019247334
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Thank you.

Yours sincerely,



Nor Shasha Nabilla Binti Mat Ramli
(General Manager)

ACKNOWLEDGEMENT

Praise to Allah S.W.T for His Mercy and love, the group business project for Fundamentals of Entrepreneurship (Ent300) has finally done. First and foremost, our gratitude and thanks go to our subject lecturer Sir Mohd Aidil Riduan bin Awang Kader for his guidance, patience and advices in making this group project done successfully.

We also would like to express the gratitude and appreciation to our parents for providing us with all the equipment and supplies that was required to finish this project.

Finally, special thanks to our team member which give 100% effort in terms of contributions of ideas and discussion in making this group project more efficient. We hope that our project will bring benefits to our group and others as a guidance and additional knowledge in future.

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EXECUTIVE SUMMARY

Lit Lit Enterprise is a partnership company that sells all types of ramen. It has five important employees, which are General Manager, Admin Manager, Marketing Manager, Operation Manager and Financial Manager. Our company is located at Petaling Jaya, Selangor. We provide great services to our customer along with Motto Company “Good Food and Great Vibes”. The main activities in our company are sales, marketing, production and delivering. We work with suppliers from different country, which are from Korea Selatan, Japan and China, as they are known for producing the best instant noodles.

In term of administration plan, we are focus on recruiting, giving training and supervising the employee to give the best for the customers. The main objective of this plan is to ensure the efficient performance of all departments in the company. Employees have their own tasks and responsibilities to achieve the objectives. We also include administration budget as it consists the list of office furniture, fittings and equipment along with necessary budget for administration section.

Next, in order to develop marketing plan, we came out with strategies to achieve revenue growth per year by launching new products. Thus, we are able to offer our products, which is Ramen to the customers. Currently, the main products that our company offers are Miso Ramen, Spicy Stir-Fried Ramen, Soba Ramen, Shoyu Ramen and Lanzhou Lamian. By doing so, we are targeting selected group of customers as they could generate revenue to our company. We offer affordable price as low as RM19 until RM25. We also identified our total market size, so that we could do better in order to achieve the objectives of marketing.

For operation plan, our goals are to improve staffing, production and economic environment. All these objectives are important in order to meet the requirement of operation. In order to acquire better production, we always make sure that all of the production is in the good term. During operational period, we are following process planning especially in manufacturing the products. We do material planning by determine the type and amount of raw materials needed so that there is no excessive waste. Our customers are welcome to go to our shop from Monday to Saturday at 10 am until 5 pm.

Lastly, the most important part in our business is financial. It is important to see our company’s budget and plan for spending and saving future incomes. In this part, we include Project Implementation Costs, Proforma Cashfow Statement, Proforma Income Statement and Financial Budget. Lit Lit Enterprise has the potential to be a profitable company if it is managed properly. We believe that our company will grow in terms of production and quality, allowing us to earn more money and become a more stable company.