



اَوْنُوْزِ سَيِّتِيْ تَيْكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY(BA118)
BA1184F

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

FISH SKIN SALTED EGG

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LETTER OF SUBMISSION

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

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Sir,

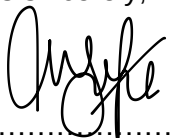
Submission of the Business Plan (ENT 300)

Attach is the business plan title **“FISH SKIN SALTED EGG ENTERPRISE”** to fulfill the requirements as needed as university requirements.

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

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Yours sincerely,



.....
Nur Najla Nadhrah binti Musa
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to say that we are very thankful to Allah S.W.T, as finally we were able to finish our assignment that have been given by entrepreneur's lecturer to us. This task had been done with all afford by group members even though a little bit problem was happened among us while doing this assignment. Luckily, all the problem can be settled down and we were able to adapt properly and wisely.

Besides that, big thank we address to our superior Sir Aidil Riduan Bin Awang Kader because without his guide our project cannot be done properly like this. He always gives us supports and guide to us how to do our assignment in purpose to produce a good outcome from research that been studied. Topic that been did by our group are regarding the study of business.

Finally, thank to our beloved friend that always stick together and also work hard to produce a good assignment with all afford and responsibility. Hope that all the afford will give a lot of benefits to us and to our group project too. Million thank to our friend because they always give an ideas and comment on our project so that we can improve our project in many ways.

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EXECUTIVE SUMMARY

Fish Skin Salted Egg Enterprise is a partnership business which it is supposed to sell crunchy fish skin coated with salted egg powder. It is located at No 4, Medan Istana 5, Bandar Tun Razak, 56000 Kuala Lumpur. Our company is holding to this vision, "Leading new businesses that can deliver effectiveness for all," and mission, "Get a good source of income so that this business becomes more successful, business opportunities to succeed in the future and making it easier for people to get what they want. This organization is formed by five managers in total. As for the highest position is the general manager followed by administration manager, operating manager, and marketing manager. "Eating non-stop" is the motto of Fish Skin Salted Egg.

In terms of administration plan, we are expecting to plan and coordinate administrative procedures and systems, recruiting and training personnel, last but not least to allocate responsibilities for each staff. The purpose is to be ready and get such a high quality of work outcome in terms of achieving company's goals. Each manager has been given their part of task which has been shown in schedule of task and responsibilities.

Next for the marketing plan, our objectives are to grow brand awareness to the public, to increase sales by 15% in the next six months and increasing average order by 20% and to promote the new product and be well-known among new customers. Our target market are from 15-40 years old, also we are targeting them by age and gender. The price for Fish Skin Salted Egg is RM35.00 per bottle. It could be considered cheaper than the other brand. We are using marketing strategies based on few aspects such as product, place, price, and promotion.

Not to forget, for operation planning we want to improve production, improved debt management, and utilization of information technology. We are looking forward to produce more products to stay in line with the wishes of the customer. Our office layout is combining with the shops as customers can also come to pick up at the counter.

Last but not least, for financial plan we want to increase revenue, to balance the budget and to maintain profitability. We are expecting to increase our profit year by year and push up our company. For coming years, we want to expand this business to oversee.