



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
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GROUP ASSIGNMENT

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN

Tako.Bites

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EXECUTIVE SUMMARY

Tako.Bites are proven by striking a balance between cost and flavour. We also focused on one of the most popular Japanese foods, takoyaki. Tako.Bites strive to be as authentic as possible - as if you were immediately traveling to the streets of Japan and buying Takoyaki there. We maintaining the affordability for the common residents of Selayang.

This business is based on a sole proprietorship where it conducts by General Manager, Muhamad Alif Yuzi. There are another four positions in this business which are accountant, marketing generalist, clerk and Takoyaki chef. The business started operating on 18th January 2021.

In this project, all members has their responsibility according to their position in this business. We have discussed and all agreed that Muhamad Alif Yuzi bin Fuzi is Manager of Tako.Bites. Sulizah Binti Samsuddin is the accountant of this business as she has a Master's in Accounting. As Marketing Generalist, we decided to appoint Ainatul Iffah Binti Mohd Kamal as she knows marketing management. We also decide that Farah Nur Arissa Binti Hasbullah would be given the position of Clerk. Lastly, Adam Luqman Binti Faiz Muhammad Ong as Chef Takoyaki as he had the experience of being a Takoyaki Chef for two years in Japan.

Other co-workers will assist the lead or the head of management of Tako.Bites. Leading, controlling, organizing, and planning the entire business are the responsibility of the Manger. Developing marketing strategies, identifying market shares, and develop the market forecast, are the responsibility of the Marketing Generalist as well as promoting the business. The operation of the business or the flow of the business is control and monitor by the Clerk. Clerk also responsible for the office administrative and other things regarding the company's office. The Accountant of this company will manage all the things regarding the financing of the company. The Chef only responsible for the kitchen and will be a supervisor of the other crew.

BUSINESS CANVAS MODEL

Key Partners  1. Machine & equipment - Fresco Cocoa Supply PLT 2. Raw Materials - Sumo's - HIM Takoyaki Product Supplier	Key Activities  1. Marketing – sale forecasting, estimate market size & share, identify target market 2. Operation – identify raw material, layout, flow chart & production planning 3. Financial – develop project implementation cost table, cash flow statement & profit/loss statement 4. Administrative – develop remuneration schedule & schedule of task & responsibility Key Resources  1. Workers– 5 workers(Refer page 8) 2. Machine & equipment - Takoyaki machine (Refer page 27) 3. Raw Materials – Wheat flour, Bonito flakes (Refer page 26)	Value Propositions  1. Product Value - RM10/12pcs 2. Product Strength– Strategic location & Affordable price 3. Product Uniqueness– Homemade Black Pepper Sauce	Customer Relationships  1. Customer Service - Facebook Messenger as platform to interact & get feedbacks from customer Channels  1. Online – Social media - Facebook - Instagram 2. Offline – Printed media - Flyers	Customer Segments  - Kids - Teenagers - Adults
Cost Structure  1. Total Project Implementation Cost – RM 116,772 a. Total Fixed asset cost – RM 5031 b. Total Working capital – RM 110,841 c. Total Other expenses – RM 900	Revenue Streams  1. Primary income – Takoyaki 2. Secondary income – Japanese Ramen 3. Sales – Year 1 (RM 131,950), Year 2 (RM 145,145), Year 3 (RM 166,917) 4. Net profit – Year 1 (RM 7,755), Year 2 (RM 9,428), Year 3 (RM 15,527)			