



اُنِيُوْكَرْسِيْٓتِيْ تِيْكَوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS & MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT & TECHNOLOGY (BA118)

BA1184D

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

WADA ENTERPRISE

‘Snack it!’ - the hot cheesy cornflakes

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LETTER OF SUBMISSION

Diploma in Office Management & Technology (BA118)
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22 JULY 2021

Madam 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 **“WADA ENTERPRISE - ‘Snack it!’- the hot cheesy cornflakes”** to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Hawani

.....

Nur Hawani
General Manager

ACKNOWLEDGEMENT

We are thankful that we were able to finish our Business Plan Assignment within the time frame set by our lecturer, Madam Normilia Abd Wahid. This assignment cannot be completed without the effort and co-operation from our group members, Nor Hidayah binti Ahmad, Nurul Aishah Nnadhira binti Umar Hafaez, Nur Hawani binti Mohamad Razak and Nurul Afiqah binti Abdul Sharif. We also want to express our gratitude to Madam Normilia, our ENT 300 lecturer, for her help and support in completing this work as well as instructing us in this course. Last but not least, we want to thank our friends and family for their support and willingness to spend time with us in order to complete all of the questionnaires.

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EXECUTIVE SUMMARY

WADA Enterprise is a sole proprietorship food business that sells cornflake-based products. The company is managed by four people which are Nor Hidayah as Administrative Manager, Nurul Aishah Nadhira as the Marketing Manager, Nurul Afiqah as our baker and Nur Hawani as the General Manager and the owner of this business.

The product that we sell is snacks known as 'Snack It!' – the hot, cheesy cornflakes. The reason why we choose this name is because it is easy for customers to identify the product that we sell. This snack is made out of only three ingredients, which are corn flakes, chili cheese powder and butter. The price of 'Snack It!'- the hot cheesy cornflakes is RM15 per bottle of 500grams of snacks. Other than that, this snack has its own uniqueness which is a fusion between Asian and Western taste as we mix cheese and spicy flavour together.

We are pretty sure it is going to be a new hit, as it is different from the common norm of us eating cornflakes and it is healthy too.

Our premise is located at Presint 16, Wilayah Persekutuan Putrajaya. Thus, we focus on how to tackle the customer around this area more by doing marketing via online and offline methods. The operating hour for WADA Enterprise is 6 days per week which is Monday to Saturday. Each day we produce about 38 bottles equal to 19 Kilogram of snacks. By that, the production of 'Snack it!'-the hot cheesy corn flakes each month are 900 bottles of snacks.

Our marketing target is for all stages of age no matter what gender and their living standard. To be precise, our target customer is among the government servants and students in Putrajaya especially around the Presint 16 area.