



**FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT
BA1184A**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

POPIA CRISPY CRUNCHY

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LETTER OF SUBMISSION

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Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Popia Crispy Crunchy**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

NISA AUFA BINTI KAMALUDDIN
General Manager

ACKNOWLEDGEMENT

Praise to Allah for the strength given, finally we have done finishing our business plan assignment for Fundamentals of Entrepreneurship (ENT300) subject. We would like to take this opportunity to thank everyone who gave help and support. Without guidelines from them, our business plan assignment will be not be successfully complete.

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Finally, we also want to thank our colleagues for their help and ideas in completing this business plan. Thank you so much and we hope that this business plan would satisfy and giving full consideration in marking this proposal.

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EXECUTIVE SUMMARY

Popia Crispy Crunchy is a retail company which is a health, nutrition and wellness firm that supplies, manufactures, and produces ready dishes, popia. The company operates in a store at Star Mall, Mentakab selling delicious and unique flavored Popia. Popia Crispy Crunchy was formed in 2018 by Nisa Aufa binti Kamaluddin as its main pioneer of the idea. It started only on a small stall by the roadside which selling traditional foods mainly popia.

The company aims to be the leader in the light foods industry more specifically for health, wellness, and nutrition. The main target market of this business is children and teenager. Popia Crispy Crunchy still faces internal and external challenges that they need to overcome in order to reach their goals. With the dynamism in the market, Popia Crispy Crunchy tends to embrace change and comes up with flavors suitable for its customers while still improving on the quality of its original products line. Improvements on the technology, organizational structure, marketing mix, operations as well as human resource management led to more profit margins of the company.

The company is operating in a store in Star Mall, Mentakab. The company operates as a sole proprietorship which is the business is owned and controlled by a limited liability partnership. The company operates as a sole proprietorship because it is easier to set up than other business entities. Other than that, the owner also maintains 100% control and ownership of the business.

The potential market for the products is very promising. Popia Crispy Crunchy had sold over RM300 000 in two years as of December 2020 with an estimated RM100 000 net profits. The financial projection for Year 1 is a net profit after taxes of RM28 196. Year 2 is projected as a net profit after taxes of RM38 325. Year 3 is projected at a net profit after taxes of RM62 467.

We are seeking RM800 000 which will enable us to open another branch in another various locations which will led to a big profit since our current store already make it marks in the last few years. We will open another 5 to 10 new branches in different states and our target is to achieve 100 times of our current profits. We expect to provide an exit within 5 years by 6% of excess profits.