



FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDIES (BA111)

BA111 5F

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

M&M TAUHU BERGEDIL CRISPY

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Business Administration (BA111)
Faculty of Business and Management
Universiti Teknologi MARA Cawangan Pahang
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Miss Jolin Norshyme Hashim
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Miss,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for **M&M TAUHU BERGEDIL CRISPY** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

(NUR IYLIA NATASHA BINTI ABD KADIR)
M&M Tauhu Bergedil Crispy
General Manager

EXECUTIVE SUMMARY

M&M Tauhu Bergedil Crispy is a company that focuses on the food serving of tauhu bergedil at the kiosk. This business also is based on a partnership where it consists of 5 members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. All partners will be taking hands-on management roles in the company.

Our customers are mall visitors which includes the workers inside the mall, and another target market is neighborhood residents, which are within a 15km radius from MyTown mall. Example top three residents that our business targets are One Cochrane Residence, residents of Kompleks Kediaman Kakitangan Awam Jalan Cochrane, and residents of Quarters Kakitangan Awam Jalan Shahbandar. At M & M Tauhu Bergedil Crispy, we offer a range of tauhu bergedil and sauces. We have four types of tauhu bergedil, namely chixie taugedil (chicken), beefie tauhugedil (meat), seafood taugedil (shrimp, or baby squid), and vegan taugedil (vegetables). We also have five types of sauces where customers can choose based on their taste and preferences. The five sauces are Thai sauce, Szechuan sauce, Sauce Tomato chutney, salted egg sauce, and Mexican barbeque sauce.

While there is already tauhu bergedil business, our company offers more uniqueness of type of tauhu bergedil, also we made a business by setup a kiosk inside a mall. Which our business is different from the others because other tauhu bergedil businesses exist in online business rarely to find a tauhu bergedil that have their stalls, which this will difficult for the customers to get it especially when there is a high demand on tauhu bergedil. This makes it difficult for people to get tauhu bergedil because it is difficult and limited. Therefore, due to the high demand and the above problems, we decided to open a business with the concept of a kiosk in the mall, where this business can attract more people to get it easily. Finally, our business opportunity to become a tauhu bergedil business in a developed and well-known inside a mall is very bright and exciting; this is because the competition is not intense, due to the lack of tauhu bergedil business in a stall or restaurants.

Lastly, for the financial part, financial projections it based on the size of our market and our defined market area, our sales forecasts for the first year in 2020 is RM RM 1,440,000 and in the Year 2021 expected 10% increment which is RM 1,584000, while in the Year 2022, we expected 15% increment from 2021 annual sales which is RM 1,821600 annual rate of growth in the first 3 years. Next, for Start-up Capital or Project Implementation Costs, We require RM 182,219 for start-up project cost to finance our first-year operations. We also have others source of financing to finance our first-year operations such as cash RM 100 719, existing fixed assets is RM 30 000, Loan is RM 15 000, and lastly, Hire-purchase is RM 36 500.

1. Business Background

The name of this business M&M *Tauhu Bergedil* Crispy came from Mix and Match, and the crispiest of *tauhu bergedil*. This business is a partnership business, which has 5 members, Ilyia Natasha, Muhammad Fazli, Faiz Amri, Muhammad Firdaus, and Faiz Mazlan. This business also is a kiosk concept and located inside MyTown mall in Kuala Lumpur. We decide to open a business in a kiosk type because it has a low cost in terms of start-up a business.

The decision to open this business is because there is a lot of demand arise among Malaysian lately, we saw this as a big opportunity to start-up a business based on Tauhu Bergedil. As an opportunist, we create a variety of recipes in our Tauhu Berhedil include the sauce that has been developed to give the customer various options combined with our products. Moreover, we aim to create one entity of business that can supply our product and market it in the competitive market which we choose to sell in the mall at Mytown. Even with a great challenge from the existing brand in Food and Beverages, we are confident in our product offering and aim to gain 5% of the market share in this industry.

Furthermore, our nature of business is to provide the customer with a high quality of Tauhu Begedil and improve our efficiency in terms of serving the customer and day-to-day operation as we intend to avoid any error occurs that would delay the preparing and serving the food to the customer.