



اُنِوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS ADMINISTRATION (BA111)

BA1115F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

STOVIGLIE (EASY PASTE)

PREPARED FOR:

MISS JOLIN NORSHYME HASHIM

PREPARED BY:

NAME	STUDENT ID
MUHAMMAD IMRAN SHAH BIN MOHD AKHBAL	2018699028
MUHAMMAD HAZIQ IMRAN BIN BADRUDDIN	2018432268
MUHAMMAD HARITH ILHAMI BIN KHASHAIRI	2018633332
NUR IZZAINIE BINTI MUSAUDDIN	2018892362
NURERANIE BINTI AHMAD SHAMSULNAHA	2018253198

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LETTER OF SUBMISSION

Diploma in Business Administration (BA111)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
27600 Pahang

January 2021

Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for **STOVIGLIE (EASY PASTE)** to fulfil the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

(NUR IZZAINIE BINTI MUSAUDDIN)
General Manager

EXECUTIVE SUMMARY

We named our business as Stoviglie. The names come from Italy that brings meaning to kitchenware as we use a lot of kitchenware to produce our product which is easy paste. Our business-main activity is processing and selling easy paste by blending ingredients such as onion, chilies, garlic, ginger, and turmeric.

Stoviglie provides Malaysians home-chefs with ready-made paste to reduce cooking time and provide healthy food to their family. This Stoviglie company is owned by 5 partners who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. In addition, we also hire additional staff such as runner to deliver our product to customers, cleaner to ensure the cleanliness of our shop, operational staff to plan, administer and control budget for supply and equipment, and marketing staff to create marketing and sales strategies. Furthermore, our customers are working housewives, university students living in a rental houses, residents, and office area nearby or people who love to cook and want to save their time in the kitchen. At Stoviglie, we offer a variety types of easy paste which include onion paste, chilies paste, garlic paste, ginger paste, and turmeric paste. Even though there are already other existing businesses that also offer easy paste, our company come out with our own uniqueness which we import high quality ingredients from central Asia and offer a variety tastes such as sweet and sour, spicy, and less spicy, and few options for customers whether they want the paste roughly or finely.

Based on the size of our market and our defined market area, our sales forecasts for the first year is RM 850,140 and we target 70% annual rate of growth in the first 3 years. We require RM 500,000 to embarks our first year operations. Each of our partners have contributed a total of RM 75,000 and the rest RM 125,000 is from Malayan Banking's loan.

1. Business Background

Stoviglie is determined to be a problem solver for people who are busy with their daily schedule. Besides, our company focused on providing food paste to customers as our business involves the process of blending raw ingredients that will turn into easy paste.

Moreover, there are several reasons why we choose this business. First, as people nowadays are busy with their daily routine, so we decided to open this business which can help them to reduce their time in preparing the ingredients before they start cooking and their time in the kitchen since they just need to put the amount needed directly into the pan and start cooking. Second, the location of our shop is strategic since it has plenty of facilities nearby such as shopping malls, restaurants, clinics, office building, university and many more. Third, we aim to produce our products that are different from other competitors where we use high quality ingredients that were imported from central Asia such as ginger, turmeric, onion and chillies. Our product is also suitable for Asian taste bud because it contains spicy, sweet, and sour flavour.

Last but not least, we want to convenient our customers where our products are lightweight to carry everywhere because we use plastic containers, easy to store in the refrigerator since the size of the container is small and the efficient use of space.