



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**FACULTY OF BUSINESS AND MANAGEMENT  
BA111 5C**

**BUSINESS PLAN  
JERUK PABLO**

**PREPARED BY:**

<b>TUAN MUZAMMIL BIN TUAN ISMAIL</b>	<b>2018427604</b>
<b>MUHAMMAD SYAHMI AIMAN BIN ABD RAHMAN</b>	<b>2018240502</b>
<b>MUHAMMAD IZZAT IMRAN BIN ABDUL RASHID</b>	<b>2018483838</b>
<b>MUHAMMAD AMIRUL ASRAFF BIN ASROL</b>	<b>2018247536</b>
<b>MUHAMMAD RAHMAT BIN MOHD NIZAM</b>	<b>2018675256</b>

**PREPARED FOR:**

**MISS NORULHUDA BINTI TAJUDDIN**

**SUBMISSION DATE: 21 JANUARY 2021 (THURSDAY)**

## TABLE OF CONTENTS

NO	Item	Pages
1	Letter of submission	3
2	Assignment project declaration form	4
3	Executive summary	5
4	Business background	6-9
5	Introduction	10-20
6	Administration plan	21-35
7	Marketing plan	36-46
8	Operational plan	47-61
9	Financial plan	62-78
10	Conclusion	79
11	Appendices	80-83

## LETTER OF SUBMISSION

Diploma in Banking (BA111)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

21 JANUARY 2021

Miss Norulhuda Binti Tajuddin  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Miss,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**JERUK PABLO**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Syahmi Aiman*

MUHAMMAD SYAHMI AIMAN BIN ABD RAHMAN  
General Manager

## **EXECUTIVE SUMMARY**

The name of this company is JERUK PABLO the official sales and marketing of the Malaysian market for the best quality and most delicious pickles. The meaning of the name for JERUK PABLO as our company name is, Jeruk represent for the product that we provide. This is because it makes our business easy for people to identify and easy to remember. Pablo is symbolized of our high-quality product. We are believed that quality is the most crucial aspect in our company and for sure quality is more important than quantity. We want our prospective clients to always be happy with our product and to be our loyal clients. JERUK PABLO is part of the food industry and the reason we chose this industry as our main business is because we believe that Malaysia has the opportunity and potential to become a market leader in this field. JERUK PABLO is part of the Jalan Raja Syed Alwi, Taman Perlis, 01000 Kangar, Perlis. The date of our start of business is 1 January 2020 and the reason why we cannot start on 1 January is because certain conflicts occur in the registration process of our company so we decide to delay the opening of our business.

## **PARTNERSHIP AGREEMENT**

All of partners are agree to sign this partnership agreement on 27 January 2020 and witnessed by two lawyers from that has been appointed for this purpose. The function of this partnership agreement is to avoid any fraudulent and deception that might be happen during the operation of business and ensure business run efficiently and effectively.

Below are the partners of JERUK PABLO:

NO.	NAME	I/C NUMBER
1.	Muhammad Syahmi Aiman bin Abd Rahman	
2.	Tuan Muzzammil bin Tuan Ismail	
3.	Muhammad Izzat Imran bin Abdul Rashid	
4.	Muhammad Amirul Asraff bin Asrol	
5.	Muhammad Rahmat bin Mohd Nizam	

We all strength in one roof of JERUK PABLO will strive to bring our product to customer and market nationally and internationally in the future.

We are all come with mutual agreement in relation to the sharing of information., trust and decision making involvement which lead to the successful of our company JERUK PABLO. We are agreed to work together and strive till the end in gaining the target profit and achieving our mission and vision. This agreement is a symbol of our continue partnership and we will work together and having good relationship with each other in ensuring the successful of our company.