



اَبُو سَيِّدِي تَيْكُونُ لَوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
(BA111)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

**ASSIGNMENT 3: BUSINESS PLAN REPORT
(STREET FRIES)**

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LETTER OF SUBMISSION

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

24 December 2020

Miss Norulhuda binti Tajuddin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Cawangan Pahang
26400, Pahang

Miss,

SUBMISSION OF BUSINESS PLAN (ENT300)

Attach is the business plan title “Street Fries” to fulfill the requirements as needed as university requirements.

Thank you.

Yours sincerely,

Ain

Nur Ain Fadhilah binti Kastari
Chief Executive Officer

EXECUTIVE SUMMARY

Street Fries offers golden fries that are tempting for their firm look and taste and provide variety types of toppings that give high satisfaction for the customers. Street fries also have received halal certificates that makes everyone can purchase and consume them without doubt.

Our target market come from middle class children, teen and for those who loves greasy and cheesy foods that want to consume viral food with affordable price that give benefit and satisfaction.

Street Fries marketing's strategy is to emphasis the quality and piece of our products and services. Thus, we develop marketing strategy that gives attractions to our target market to come to our outlets.

The management of Street Fries consist of four lead manager which are Amir Danish, Nurul Hazwani, Siti Fatehah Hanum and Sharifah Nur Fasihah and it is leads by Nur Ain Fadhilah. Our managers have extensive experience in operation, administration, finance and marketing. All managers will take role responsibilities together even though they have different duties and portfolio of others.

Lastly, we have service and product commitments plan to aggressively build our brand through social media and banner. The products that we offer is surely to appeal to customers throughout Bandar Baru Sentul, Kampung Baru and Taman Dagang Ampang area.

1. BUSINESS BACKGROUND

NAME OF THE BUSINESS	Street Fries
BUSINESS ADDRESS (MAIN OFFICE)	Bayu Sentul Condominium, Jalan Dato Senu 3, Taman Dato Senu, 51000 Kuala Lumpur
CORRESPONDENCE ADDRESS	Bayu Sentul Condominium, Jalan Dato Senu 3, Taman Dato Senu, 51000 Kuala Lumpur
WEBSITE	http://www.streetfries.com/
EMAIL	
TELEPHONE NUMBER	
FAX NUMBER	
FORM OF BUSINESS	Partnership
MAIN ACTIVITY	Selling fries at street
DATE OF COMMENCEMENT	1 st February 2020
DATE OF REGISTRATION	1 st January 2020
REGISTRATION NUMBER	110120-W
NAME OF BANK	Maybank
BANK ACCOUNT NUMBER	