



FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1104K

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

KARCHEEP HARLUS

PRODUCT NAME

Air Batu Yogurt (ABY)

Crispy Fish Patty

PREPARED FOR:

MADAM FAIZAN BINTI HJ ABD JABAR

PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
UniversitiTeknologi MARA Cawangan Pahang
26400 Pahang

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MADAM FAIZAN BINTI HJ ABD JABAR
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management

UniversitiTeknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

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

Thank you,

Yours sincerely

AFIQ HARITH BIN IBRAHIM
General Manager

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EXECUTIVE SUMMARY

Karcheep Harlus is a form of business based on partnership which consist of five members which hold important position such as General Manager , Administration Manager , marketing manager , Operational Manager and Financial Manager .We need to create a unique product for sale to the community out there and collect the information that we are going to form.By doing the business plan,We are able to know how to gain information through the related source.For this business ,we have decided to come out with a unique product that rarely can be found.So in order to get more information he had done some research that related to our product which is Air Batu Yogurt(ABY) and Cryspy Fish Patty.

Administration plan is significant to assist the leader in decision making ,goals and others.In administration plan,it describe about the schedule of task and responsibilities for each role.For marketing plan, it recover about marketing strategy to decide the product , the suitable price and the place that we need to run our business.For operational plan,it's about operation layout , production planning , material planning , overhead requirement , business operation hours and operation budget.Lastly , for the financial plan , we recover about fixed asset expenditure , term loan and hire purchase , sales ad expense.