



FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN REPORT

BUSINESS NAME:

JELLIE VEGGIE ENTERPRISE

PREPARED FOR:

FAIZAN BINTI HJ ABD JABAR

PREPARED BY:

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CLASS:

EC110 4K

LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
Kampus Jengka
26400 Pahang

13 JUNE 2021

Madam Faizan Binti Hj Abd Jabar
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Kampus Jengka
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “Jellie Veggie Enterprise” to fulfill the requirements as needed as university requirements.

Details of the partners are as follow:

- | | |
|---|--------------|
| 1. AFIF IZZUDDIN BIN NOOR ILHAM | (2019448406) |
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Thank you,

Yours sincerely,

AFIF IZZUDDIN BIN NOOR ILHAM
General Manager
Jellie Veggie Enterprise

ACKNOWLEDGEMENT

Alhamdulillah, we are grateful to our creator, Allah S.W.T., for allowing us to complete this Business Plan as one of the prerequisites for the subject Fundamentals of Entrepreneurship (ENT300) course work evaluation.

Special thanks to our parents in supporting us in finalizing this business plan. This business plan was prepared with a lot of cooperation and support from the people around us. Furthermore, we should not forget our lecturer, Madam Faizan Binti Hj Abd Jabar, with his kindness in helping us during the process of completing this project. She gave us a good service by providing us with relevant information. Without our lecturer's help, this business plan cannot be accomplished successfully.

We can prepare and improve ourselves to deal with the problems that arise during our research because of these problems and challenges. This business plan contains management, marketing, operational, financial, and training plans, as well as any other information needed to launch a new company.

Finally, we appreciated who participated in and contributed to this business plan, whether directly or indirectly, for their efforts and involvement in our project prior to the completion of our business plan with progress. We also like to express our gratitude to everyone else who assisted us in many ways in completing this project, and we hope that this business plan report will provide us with some insight into entrepreneurship and how to become a businessman in the future.

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EXECUTIVE SUMMARY

For this assignment, we are required to do a business plan in a group for subject Fundamental of Entrepreneurship (ENT 300). We need to create a rare product for sale to the community out there and collect the business information that we are going to form. By doing this business plan, we can know how to interpret information through the reliable sources. For the business description, we have agreed to run a Jellie Veggie Enterprise business because it is a relatively rare product and no one is selling it now. Under the business background, it contains vision, mission, organizational chart, logo and motto.

Administration plan is an administrative function which is to assist the leader to make decision, goals and others. In administration plan, we reported about introduction of administration plan, manpower planning, schedule of task and responsibilities, schedule of remuneration, office furniture, fitting and office supplies and administration budget. For the marketing plan, they need to identify the industry trends, products demand and devise a marketing strategy for the product. It covered about introduction of marketing plan, description of products, target market, market size, competitors, market share, sales forecasting and marketing budget.

Operational plan is the process of planning strategic goals and objectives to technical goals and objectives. We reported about introduction of operation plan, process planning for manufacturing, operations layout, production planning, material planning, overhead requirement and business and operation hours. For the financial plan, we reported about forecasting, financial statements, company activities, and business maintenance.