



THE POTATA BUSINESS PLAN



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1.0 EXECUTIVE SUMMARY

The Potata is the name of our company, located at N-10-G, Lorong TARBP 6, Tun Abdul Razak Business Park, Bandar Pusat Jengka, Pahang. We are a partnership business operating in the Food & Beverage industry, specifically as a quick-service kiosk. Our main product is Loaded Potatoes, which are high-quality baked or fried potatoes served with premium toppings like cheese, beef and local fusion flavors like Sambal Bilis. This company is managed by seven partners: the CEO, AMEERA SURI BINTI MOHAMAD ZAIDI, the Founder SYARIFAH BUSAINA BINTI SYED NORIZUAN, the Managing Director ERDINA WIDAD BINTI ZAINAL ABIDIN, the Vice Managing Director ALYA SYAZWANA BINTI MOHD ROZAIDI, the Project Manager NUREENE SUHAILY BINTI SYARIFUZIN, the Marketing Manager NURIZZAISYAH BINTI BADRUN, and the Product Manager MUSFIZAH BINTI ROSLAN. We started this business to bring a trendy, viral food concept to Jengka and to generate profit by serving students and locals.

Our marketing objectives are to achieve 80% brand recognition among UiTM Jengka students within the first 3 months of operations. We aim to sell an average of 50 bowls of loaded potatoes per day in the first month, with prices ranging from RM 8.00 to RM 15.00 to remain affordable for our target market. We also intend to build a loyal customer base where 30% of sales come from repeat buyers. Operationally, we are positioned in a strategic business park and will expand our reach through delivery partners like FoodPanda and ShopeeFood. Finally, our financial planning focuses on managing the costs of raw materials, rental, and marketing efforts like our TikTok campaigns to ensure the business runs smoothly and stays profitable.

2.0 COMPANY PROFILE

2.1 BUSINESS DESCRIPTION

The Potata is a creative food venture established by 7 ambitious partners who share a vision of bringing trendy, high-quality street food to Jengka. Our business is situated at N-10-G, Lorong TARBP 6, Tun Abdul Razak Business Park in Bandar Pusat Jengka, Pahang. This location was chosen because it is a strategic commercial hub with high foot traffic, serving as a central meeting point for our primary target market, the students of UiTM Jengka and local polytechnics.

The nature of our business is the Food & Beverage industry, specifically operating as a quick-service kiosk. Our main offering is "Loaded Potatoes," a hearty dish featuring baked or fried potatoes topped with premium ingredients like cheese, beef, and local fusion sauces. The factors contributing to this selected business include the rising popularity of viral, "instagrammable" foods among youths and the lack of premium potato-based snack options in the current Jengka market. Additionally, the partners have a keen interest in innovating comfort food to make it affordable yet satisfying. Our main future prospect for the business is to establish The Potata as the leading snack brand in Jengka and eventually expand to other student hubs across Pahang.

2.2 COMPANY BACKGROUND



Name Of The Company	The Potata
Business Address	N-04-G, Lorong TARBP 6, Tun Abdul Razak Business Park, Bandar Pusat Jengka, 26400, Pahang
Correspondence Address	N-04-G, Lorong TARBP 6, Tun Abdul Razak Business Park, Bandar Pusat Jengka, 26400, Pahang
Website	www.ThePotata.com
Email	orders@thepotata.com
Form of Business	Food & Beverage (F&B) - Kiosk
Main Activity	Sell Loaded Potato (Baked/Fried potatoes with premium toppings)
Date of Commencement	2 January 2025
Date of Registration	7 January 2025
Name Of Bank	RHB Bank
Bank Account Number	123456789

2.3 MISSION

- a) To serve the most satisfying and delicious loaded potatoes in Jengka.
- b) To provide a trendy, high-quality comfort food experience that is affordable for students and families.

2.4 VISION

We want to become the favorite comfort food destination in Jengka that brings happiness and satisfaction to every customer.

2.5 OBJECTIVES

- a) To ensure that every bowl served is fresh, delicious, and meets the satisfaction of our customers.
- b) To make The Potata a recognized and successful local brand in the Jengka food industry.

2.6 PRODUCT DESCRIPTION

The Potata is known for serving trendy and high-quality comfort food. Our Loaded Potatoes are created using premium Holland potatoes that are soft, fluffy, and incredibly satisfying. Additionally, the price is reasonable and affordable for students. There are several unique features in our menu. These include "The Classic" toppings with rich cheese and beef, and our signature fusion flavor, "The Jengka Heat," which features spicy Sambal Bilis. Our product comes in sturdy, instagrammable packaging that will benefit our customers by making it easy and convenient to eat on the go.

3.0 INDUSTRY ANALYSIS

3.1 INDUSTRY OVERVIEW

The Potata operates within the **Malaysian Food & Beverage (F&B) Service Industry**, specifically in the **Quick Service Restaurant (QSR) and Kiosk** segment. As of 2025, the Malaysian foodservice market is projected to grow significantly, with a Compound Annual Growth Rate (CAGR) of approximately **13% between 2026 and 2031**.

The post-pandemic recovery has led to a resurgence in street food and kiosk-based businesses. According to Retail Group Malaysia, food stalls and kiosks recorded a robust double-digit growth of **13.5%** in recent years, outperforming traditional sit-down cafes which grew at a slower pace. This data indicates a strong consumer shift towards convenient, affordable, and "grab-and-go" food options, validating the entry of *The Potata* into the market.

3.2 INDUSTRY TRENDS

To ensure *The Potata* remains relevant, we have analyzed three key trends currently shaping the industry:

- **The "Viral Dining" & Snacking Culture:** Social media platforms like TikTok have revolutionized how students consume food. There is a rising trend of "viral dining," where visually appealing ("instagrammable") food drives purchase decisions. Furthermore, university students in Malaysia have developed a strong snacking culture, often replacing full meals with heavy snacks due to busy schedules. *The Potata* leverages this by offering "Loaded Potatoes"—a heavy, photogenic snack that doubles as a meal.
- **The "Lipstick Effect" (Affordable Luxury):** Amidst rising living costs, consumers

are cutting back on big-ticket items but still crave small indulgences—a phenomenon known as the "Lipstick Effect". Students may not afford fine dining, but they are willing to pay RM 8–15 for a premium baked potato topped with beef and cheese. This trend creates a "sweet spot" for our pricing strategy.

- **Digitalization & Cashless Transactions:** The adoption of digital wallets (TNG eWallet, QR Pay) and food delivery apps (FoodPanda, ShopeeFood) has become a standard requirement, especially among Gen-Z consumers. Integrating these systems is no longer optional but essential for operational survival.

3.3 KEY SUCCESS FACTORS

Based on the industry environment, the following factors are critical for *The Potata* to survive and profit:

1. **Location Strategy:** Proximity to high-traffic student hubs (UiTM Jengka) is vital.
2. **Product Differentiation:** Offering unique flavors that competitors lack (e.g., *The Jengka Heat* fusion flavor).
3. **Speed of Service:** As a kiosk model, minimizing the wait time between ordering and serving is crucial for student customers rushing between classes.

3.4 WHAT MAKES *The Potata* STAND OUT

While the snack industry in Jengka is fragmented with many sellers offering burgers, takoyaki, or keropok lekor, *The Potata* differentiates itself through **Category Innovation**.

- **First-Mover Advantage:** Currently, there is no specialized "Loaded Potato" kiosk in Bandar Pusat Jengka. Most competitors sell potatoes only as side dishes (fries). We are the first to position the potato as the *main course*.

- **East-Meets-West Fusion:** Unlike standard western food stalls, we adapt our menu to the local palate. By incorporating *Sambal Bilis* (anchovy chili paste) into a Western baked potato, we bridge the gap between modern trends and traditional Malaysian tastes, reducing the risk of "flavor fatigue" among locals.
- **Premium Quality Ingredients:** We strictly use imported Holland potatoes, known for their buttery texture and edible skins, distinguishing us from competitors who use standard local potatoes which can be grainy or small.

3.5 LONG-TERM PROSPECTS

The outlook for the street food and kiosk industry in Malaysia remains positive for 2026 and beyond. With the government's initiatives to boost the digital economy and the consistent influx of students into educational hubs like Jengka, the demand for affordable, convenient food will remain steady. *The Potata* is well-positioned to capture this growth by starting with a low-cost kiosk model before potentially scaling into a franchise system.

4.0 PRODUCT OR SERVICE DESCRIPTION

4.1 DETAIL OF PRODUCT



Figure 4.1: Virtual Prototype

The Potata offers a specialized menu focusing on “Loaded Potatoes,” which is a dish that transforms a simple potato into a premium meal. We use imported Holland potatoes for its distinctively smooth texture, thin skin, and ability to remain fluffy inside with heavy toppings. The menu we have are ‘The Classic’ and ‘The Jengka Heat’ which is our signature dish that features our spicy Sambal Bilis topped with mozzarella cheese, creating a balance of spicy, salty, and creamy flavours to *The Potata*. To enhance the customer’s experience, our products are served in a sturdy packaging that customers can eat on the go. Not only that, we also have a pricing model ranging from RM8.00 to RM15.00 which is an accessible price for students.

4.2 PROBLEM SOLVED BY THE PRODUCT

The Potata positions itself in the market as a competitive alternative to existing premium snack franchises such as Potato Corner and Happy Potato, where it differentiates itself by offering a complete meal at an affordable price.

4.3 VALUE PROPOSITION

The unique selling point that *The Potata* are able to offer are the premium-quality, comfort food that allows students in Jengka to enjoy street food meals within their price range. One bowl can be served as a complete meal replacement rather than just a snack, eliminating the need for the customer to spend extra money on additional food to feel full. Other than that, customers are able to save on the transportation costs and time because we are strategically located at Tun Abdul Razak Business Park, the central hub for Jengka commerce. With the low price, customers can reduce financial risk and *The Potata* is also an affordable meal that fits within the daily lunch budget unlike an expensive steak or burger that requires saving up.

4.4 ANTICIPATED CUSTOMER DEMAND

The customer demands are one of the factors to take into consideration before we launch the product. To estimate the demand for *The Potata*, we have conducted a market analysis based on the population of UiTM Jengka and the surrounding Bandar Pusat Jengka residents. There is also an anticipation of approximately 50 bowls of loaded potatoes for daily demands and the demands come from students and residents near the Bandar Pusat Jengka.

4.5 EXISTING COMPETITION

There are several competitors within the potato-based snacks market where our primary competitors are Potato Corner and Happy Potato where these brands have set the current industry standard for quality, pricing, and speed of service. While both Potato Corner and Happy Potato are typically located in the large shopping malls, there are currently no outlets for these brands within Brand Pusat Jengka. The Potata competes by offering a far more filling, healthier, and locally accessible meal alternative that the major franchises cannot provide to the Jengka community.

5.0 MARKET ANALYSIS AND STRATEGY

5.1 TARGET MARKET

Understanding our target market is essential for shaping The Potata's marketing strategies, product offerings, and customer engagement initiatives. Our primary focus is on the student population in Bandar Pusat Jengka, particularly from UiTM Jengka and nearby educational institutions, while also catering to local residents and families seeking affordable, trendy, and satisfying snack options. The analysis below breaks down our target segments across geographic, demographic, and psychographic dimensions to ensure precise and effective market positioning.

5.1.1 GEOGRAPHIC SEGMENTATION

The Potata will be strategically located in Bandar Pusat Jengka, Pahang, with a concentrated focus on serving the community within and around UiTM Jengka. The chosen site at Tun Abdul Razak Business Park is a bustling commercial hub that attracts significant foot traffic from students, locals, and visitors. This area is not only easily accessible but also serves as a central meeting point, making it an ideal location for a quick-service kiosk. Additionally, its proximity to student residential colleges, polytechnics, and local businesses ensures a steady flow of potential customers throughout the day, especially during peak hours such as lunch breaks, evenings, and weekends.

5.1.2 DEMOGRAPHIC SEGMENTATION

Our core demographic consists of young adults aged 18–25, primarily university students from UiTM Jengka and nearby institutions. This group typically has a disposable monthly income ranging from RM 200 to RM 500, which they often allocate to affordable food and snacks. Many are part-time workers or receive allowances, making them budget-conscious yet willing to spend on satisfying and trendy food experiences. The majority are single or in small social groups, reflecting a lifestyle centered around campus activities, social gatherings, and on-the-go eating habits. This segment values convenience, flavor, and value for money where all of which align with The Potata’s offering.

5.1.3 PSYCHOGRAPHIC SEGMENTATION

The lifestyle of our target market is characterized by busy schedules, high social media engagement, and a preference for convenience-driven dining. These individuals often replace full meals with hearty snacks due to academic commitments and active social lives. They are highly influenced by visual and viral food trends on platforms like TikTok and Instagram, seeking “Instagrammable” and shareable food experiences. Their preferences lean toward flavorful, customizable, and visually appealing meals that offer both satisfaction and social currency. Moreover, they are early adopters of digital solutions such as e-wallets and food delivery apps, making them responsive to tech-integrated promotions and cashless payment options offered by *The Potata*.

5.1.4 COMPETITOR ANALYSIS

Competitor	Strengths	Weaknesses
Potato Corner	<ul style="list-style-type: none"> ● Specialised in flavoured fries and potato-based snacks, strong niche positioning. ● Wide variety of seasoning powders and flavours (cheese, sour cream, barbecue, etc.). ● Quick service model suitable for mall and high-traffic locations. ● Strong brand recognition in urban areas and among youth. ● Consistent product quality and flavour profiles. ● The franchise model allows for rapid expansion. 	<ul style="list-style-type: none"> ● Limited to fries and potato sticks, no full meal options. ● Often located in malls, not easily accessible in non-mall areas like Jengka. ● Higher price per gram compared to homemade or local alternatives. ● Minimal seating or dine-in experience. ● No local flavour adaptations; menu is internationally standardised.
Happy Potato	<ul style="list-style-type: none"> ● Focus on loaded baked potatoes with various Western-style toppings. ● Perceived as a more substantial snack or light meal compared to fries. ● Visually appealing presentation 	<ul style="list-style-type: none"> ● Limited presence outside major urban centres; absent in Jengka. ● Toppings are mostly cheese,, sour cream—lacking local fusion. ● Can be pricey (RM 12–18) for a potato-based snack.

	<p>suitable for social media.</p> <ul style="list-style-type: none"> ● Often located in food courts or mall kiosks with moderate foot traffic. ● Offers combo meals with drinks. 	<ul style="list-style-type: none"> ● Inconsistent quality across franchises reported in some locations. ● Slow preparation time during peak hours.
The Potata	<ul style="list-style-type: none"> ● First-mover advantage in Jengka with a specialised loaded potato concept. ● Fresh, made-to-order meals using premium ingredients (Holland potatoes, local toppings). ● Fusion menu bridges Western and Malaysian tastes (e.g., Sambal Bilis cheese potato). ● Student-friendly pricing (RM 8–15) for a filling meal. ● Instagrammable packaging and presentation tailored for social media appeal. ● Strategic location in Tun Abdul Razak Business Park with high foot traffic. ● Partnerships with local suppliers 	<ul style="list-style-type: none"> ● New and unproven brand with low initial awareness. ● Limited seating (kiosk model) may reduce dine-in appeal. ● Reliant on consistent supply of fresh ingredients, which may face seasonal price fluctuations. ● Depending on the student population—sales may drop during semester breaks. ● No existing franchise or brand loyalty compared to established competitors

	<p>ensure fresh and affordable ingredients</p> <ul style="list-style-type: none">• The quick-service kiosk model reduces overhead and wait time.	
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5.1.5 SWOT ANALYSIS

	Opportunities (External, Positive)	Threats (External, Negative)
Strengths (Internal, Positive)	<ul style="list-style-type: none"> • Use first-mover advantage and strategic location to capture the growing student market in Jengka. • Leverage premium ingredients and fusion flavors to hop onto the “viral dining” trend on TikTok and Instagram. • Use digital payment readiness to align with the cashless transaction trend and enhance convenience. 	<ul style="list-style-type: none"> • Differentiate through local fusion flavors (e.g., Sambal Bilis) to compete against established brands like Potato Corner. • Use student-friendly pricing and loyalty programs to retain customers despite economic pressures. • Maintain consistent quality to build brand trust and reduce customer turnover during competitive periods.
Weaknesses (Internal, Negative)	<ul style="list-style-type: none"> • Partner with food delivery apps (FoodPanda, ShopeeFood) to overcome limited seating and expand reach. • Launch aggressive social media campaigns to build brand awareness quickly among students. • Source local suppliers to stabilize ingredient costs and support community networks. 	<ul style="list-style-type: none"> • Implement strict inventory management to avoid wastage and cost overruns during low-demand periods. • Develop semester-break promotions (e.g., discounts for locals) to reduce reliance on student customers. • Train staff in multi-tasking to maintain service speed during peak hours despite limited manpower.

5.1.6 ESTIMATED SALES IN 3 YEARS

Product/Service Market Share and Sales			
	1st Year	2nd Year	3rd Year
Market Share (%)	5	8	10
Total Sales in Units	18,000	24,000	30,000
Total Sales in RM	207,000	276,000	345,000

5.2 MARKETING STRATEGY

5.2.1 PRODUCT

The Potata adopts a competitive pricing strategy ranging from RM 8.00 to RM 15.00, designed to position our brand as an "affordable luxury" that bridges the gap between cheap street food and expensive cafes. To attract budget-conscious customers, we utilize psychological tactics like "charm pricing" (e.g., RM 9.90) and a flexible "base-plus-add-on" model. This approach keeps the entry price low to encourage foot traffic while allowing customers with higher spending power to customize their bowls with premium toppings, ensuring we cater to different budget levels within the Jengka market.

To maximize profitability and customer retention, we implement strategic product bundling and segmented pricing. By offering combo sets that pair meals with high-margin beverages, we simplify the purchasing decision and increase the average transaction value per visit. Furthermore, we specifically target our core demographic through exclusive UiTM student discounts, which foster a sense of community loyalty and encourage repeat business, ensuring stable revenue even during competitive periods.

5.2.2 PRICE

The Potata sets prices between RM 8.00 and RM 15.00 so that our food is affordable for students but still feels like a high-quality meal compared to regular street food. We use simple tricks like pricing items at RM 9.90 instead of RM 10.00 to make them look cheaper, and we keep the starting price low so anyone can afford a basic bowl. This allows students with a tight budget to buy a simple meal, while those with more money can pay extra to add more toppings like beef or cheese.

To keep customers happy and increase our sales, we offer "Combo Sets" that include a drink for a better deal. This makes ordering lunch easy and quick for busy students. We also focus heavily on our main customers by giving special discounts to UiTM students when they show their ID cards. This strategy helps us build a loyal group of regular customers who choose us over other expensive cafes because they feel they are getting the best value for their money.

5.2.3 PLACE

The Potata is strategically located at Tun Abdul Razak Business Park, which is the busiest commercial area in Jengka and a popular hangout spot for students and locals. Instead of opening a large restaurant with many tables, we operate as a compact Kiosk. This "grab-and-go" setup is designed for speed and convenience, making it very easy for students to stop by, buy their hot food, and continue walking to class or driving home without waiting for a seat.

To reach customers who cannot visit the kiosk, we use a direct delivery system powered by student runners. Since many UiTM students live in hostels and may not have their own transport, we hire part-time student riders to deliver our food directly to their dorms. This approach allows us to keep selling food even late at night or during exam weeks when

students are too busy to go out, ensuring our product is always accessible to our main customers.

5.2.4 PROMOTION

To make The Potata famous quickly, we focus heavily on social media marketing using apps that students love, like TikTok and Instagram. We run fun activities like the "Cheese Pull Challenge," where customers can get a discount if they post a video of themselves eating our cheesy potatoes. This strategy turns our customers into free advertisers for us, helping our brand go viral in the Jengka community without us needing to spend a lot of money on traditional ads.

We also use special rewards to keep students coming back. We offer exclusive deals for anyone who shows a student ID, and we have a "Loyalty Card" system where customers get a free meal after buying nine bowls. These perks make students feel special and give them a strong reason to choose us over our competitors every time they are hungry, helping us build a steady group of regular customers.

6.0 OPERATIONS PLAN

6.1 DEVELOPMENT

6.1.1 POSSIBLE LOCATIONS

The Potata chose N-10-G, Lorong TARBP 6, Tun Abdul Razak Business Park, Bandar Pusat Jengka to run the business and operations. This decision was made after carefully considering and identifying other options in the area. We found that out of many areas in Jengka, TARBP is an area with heavy foot traffic. This is due to the fact that it sits within the main route to the residential colleges of UiTM Jengka and the town center. It is also a relatively newly opened shop lot area, which has attracted a growing number of more trendy businesses, like Zus Coffee. As such, the area becomes like a hang-out hub for students, families, and the like, which is advantageous to garner more customers.

6.1.2 SOURCES OF EQUIPMENT

The Potata is a venture that focuses on the making of ‘Loaded Potato’ bowls. As it is freshly made food-stuff, we require the equipment to store raw materials, cook and serve them. We did careful research to find suppliers that are affordable yet still reliable. For the heavy machinery, we deal with Kuantan Stainless Steel Ent. in order to get deep-fryers and convection ovens. The store is based in Kuantan, Pahang which is only an hour's drive from Jengka, which ensures smooth transportation and maintenance of equipment rather than if we bought them online. They also offer warranties easier to claim than other manufacturers.

We have a need for plasticware and small tools such as scoops, baking trays, and knives to name a few. After consideration, we chose Shopee as our main source for the small tools needed for the business. Although it's not based in Jengka or Pahang, it still boasts cheaper prices for a wider variety of choices. Our business also required furniture like chairs, dining

tables and a serving counter. As such, we found a furniture store in Maran, Pahang known as Pusat Perabut Lik Tat for its closer distance to Jengka, factoring in convenience and time for delivery.

EQUIPMENT	SUPPLIER
Deep fryer, industrial oven	Kuantan Stainless Steel Ent.
Kitchen tools (Knives, Baking Trays)	Shopee
Furniture (Chairs, Dining Table, Counter)	Pusat Perabut Lik Tat

Table 6.1.2: List of equipment and supplier

6.1.3 SUPPLY CHAINS

To run *The Potata* smoothly, the main concern is to make sure we never run out of the business' main ingredients aka raw materials. We have set up a supply chain that mixes both buying locally and also at wholesale prices, as a means to keep the cost of the Loaded Potato bowls relatively low, but still fresh. As mentioned before, we require the main ingredient: potatoes. We have come in contact with a vegetable wholesaler from Pasar Tani Jengka who can provide *The Potata* with 20kgs of fresh potatoes every week. Compared to supermarkets, getting our potatoes from the wet market (pasar tani) offers a better, more negotiable price.

On top of that, we can pick and check the potatoes ourselves. For vegetable toppings like spring onions and chilis, we also buy them fresh from the Pasar Tani Jengka to support and expand our local seller network. We chose to source our seasoning powders, cheese, beef and anchovies for 'sambal', we decided to go with UMart in Jengka, as it is a supermarket with a wide variety, but much cheaper than its alternatives of Mydin or TF Supermarket. Finally, since we have a need for plastic packaging like bowls, utensils and bags, we deal with the local Nadi Plastik branch who work in supplying all kinds of plasticware at wholesale prices.

ITEM	SUPPLIER
Fresh produce (Potatoes, Chilis, Spring Onions)	Pasar Tani Jengka
Premium ingredients (Seasonings, Cheese, Beef, Anchovies)	BS Freshmart
Plasticware (Bowls, Utensils, Bags)	Nadi Plastik

Table 6.1.3: List of items and supplier

6.1.4 PRODUCTION WORKFLOW

PRODUCTION WORKFLOW CHART

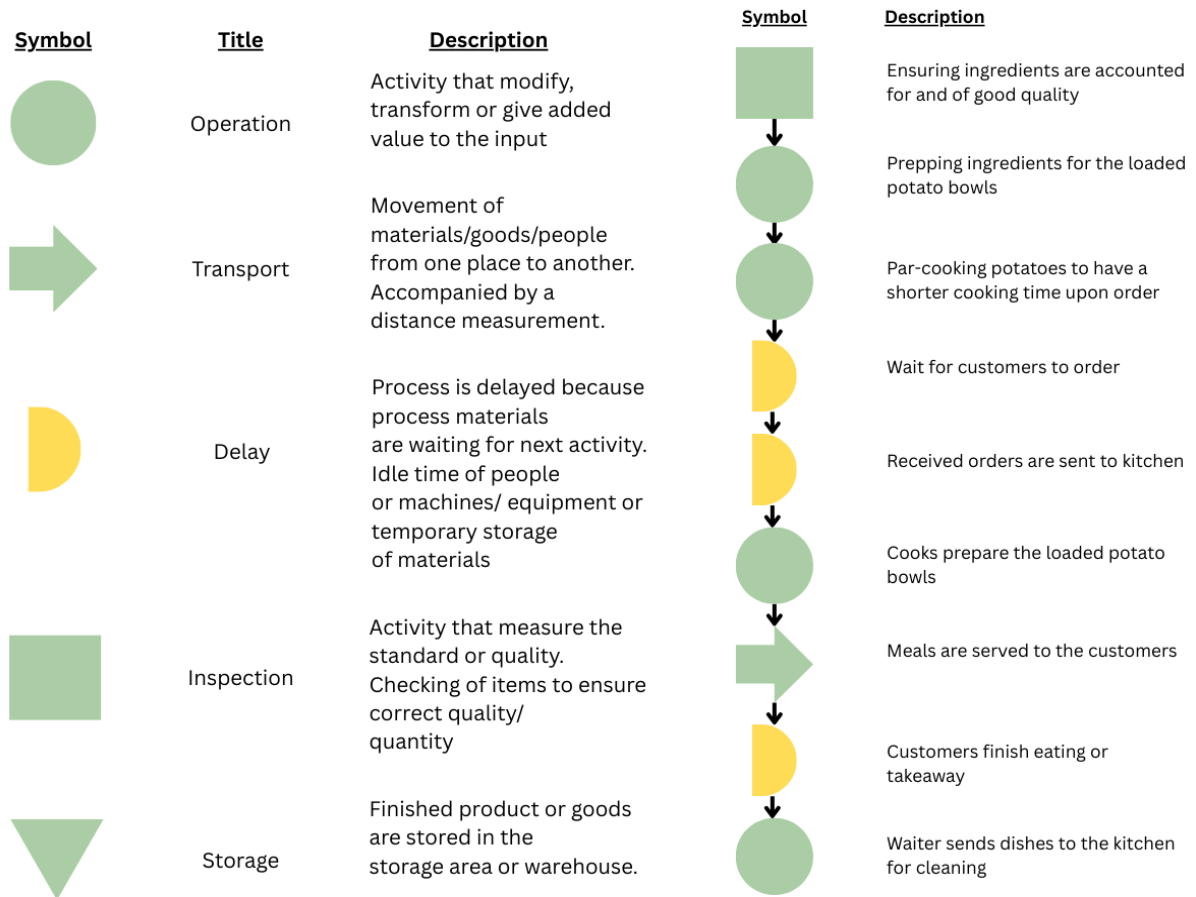


Figure 6.1.4: Activity flow for the production process of The Potata's Loaded Potato bowls

The process chart for the creation of the loaded potato bowls by *The Potata* is shown in the figure above. The Production Manager begins the process by checking that raw ingredients received on that day or the day before are accounted for with good quality. If materials fail this inspection, they will not be used.

Following the examination of raw ingredients, the ingredients will then be prepped before either tossing, baking or deep-frying to start cooking the loaded potato bowls to order for the customers. When the goods are ready, it is served and customers can either enjoy it in store or take it home.

6.2 PRODUCTION

6.2.1 PRODUCTION TIME

As a quick-service kiosk, our production process is designed for speed to accommodate students who have limited break times. We utilize a double-e-cook method to reduce waiting time:

- **Batch Preparation (Morning):** Before opening, potatoes are washed, cut, and "par-cooked" (partially baked/fried) in bulk. This process takes approximately 45 minutes for a full batch of 20kg.
- **Final Assembly (On Order):** When a customer places an order, the par-cooked potato requires only a final "flash-fry" or reheat, followed by topping assembly. This reduces the production time per unit to just 3 to 5 minutes.
- **Capacity:** With our current equipment (one double-tank fryer) and two staff members on the line, we estimate a production capacity of 20–25 bowls per hour.

6.2.2 PRODUCTION READINESS

We are currently in the pre-opening phase and following a strict timeline to ensure we are fully operational by our target launch date.

- **Equipment Setup:** We are currently finalizing the installation of the heavy machinery (fryers and ovens) and the POS system.
- **Testing Phase:** We have scheduled a 3-day "Soft Launch" starting one week before the official opening. This period will be used to test the equipment under real pressure and refine the staff's speed in the kitchen.
- **Official Launch:** *The Potata* will be ready to start full-scale production and serve the

public on February 2026.

6.3 FACILITIES

6.3.1 LOCATION PLAN

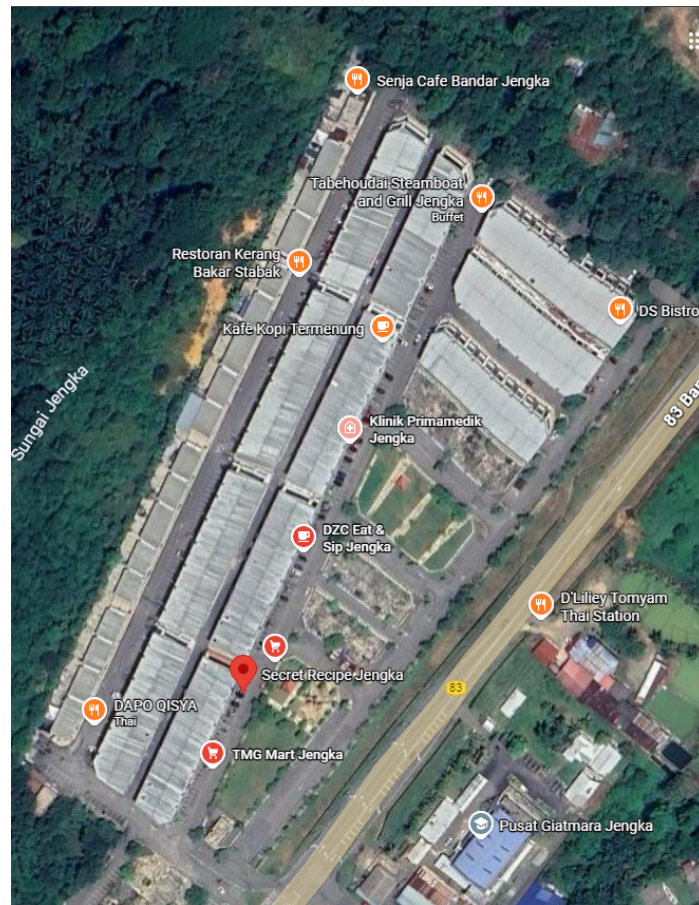


Figure 6.3: Activity flow for the production process of The Potata's Loaded Potato bowls

The location of our business is as depicted in the satellite image above. It is situated at N-10-G, Lorong TARBP 6, Tun Abdul Razak Business Park, 26400 Bandar Pusat Jengka, Pahang. Our walk-in shop and kitchen operations are in the same property. The shop space serves as both our production site and sales office. To make it easier to advertise our loaded potato bowl products to both students and local residents, we rent the shop lot on the ground floor of this main commercial hub.

The property is placed within the most strategic business park in Jengka, making the location more advantageous. Additionally, because the business is located on one of the main routes to UiTM Jengka and the main town location, it is an area that is easily accessible. Travelling to our location to purchase the loaded potato bowls or pick up delivery items is also highly convenient for both customers and delivery riders for FoodPanda or Grab.

Other than that, the building is encircled by a variety of trendy and popular shops, including Zus Coffee, Secret Recipe, and other food and beverage outlets; despite that, none of these shops are focused on our specific product, aka the loaded potato bowl. This makes it a unique listing that can hold its own as part of the lifestyle hub of this area.

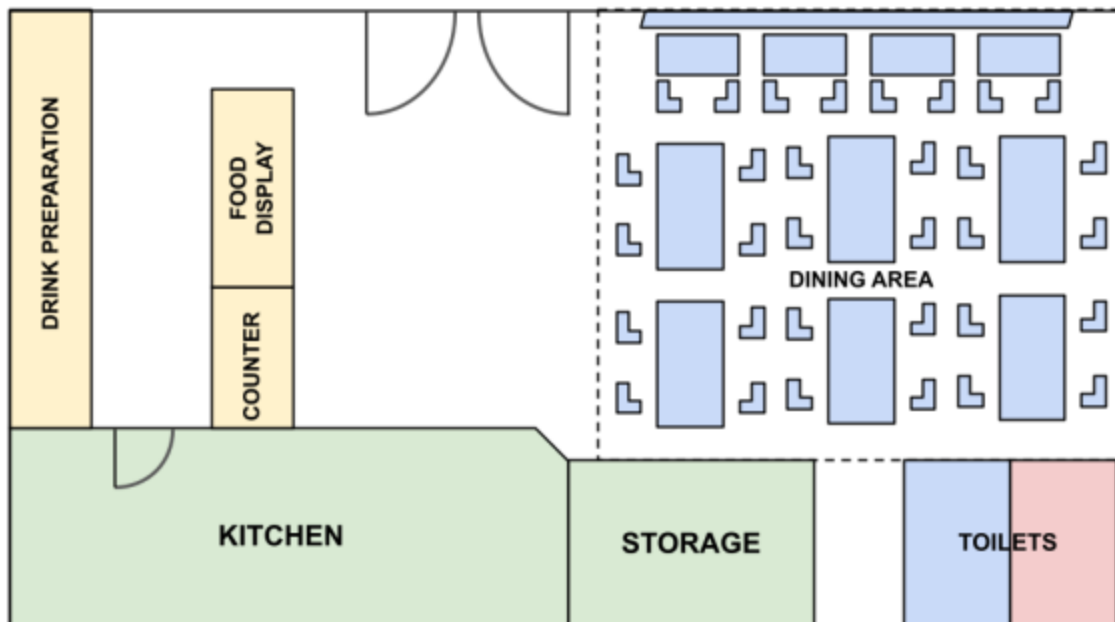


Figure 6.4: Layout for our walk-in store

The production workflow serves as the foundation for *The Potata's* operational layout. The Product Manager has set up the following plan in accordance with the demands of the kitchen operations for our loaded potato bowls. The shop is divided into three sections: the back-of-the-house kitchen plus storage, the service counter and the dining area. Both the

back-of-the-house and the dining area take the most space, with the counter and toilets being on the smaller side.

In terms of production workflow, the process begins at the rear kitchen where raw materials, which are potatoes, are obtained from the storage and prepped at the sink and work tables. They are then moved to the heavy machinery area, the deep fryers and convection ovens, for cooking. Once the potatoes are cooked, they are moved to the front service counter for the final assembling of toppings and sauces. Since our kitchen is housed within the store itself, customers are able to see the freshness of the food being prepared, which builds trust in our quality of service.

6.3.2 OVERHEAD COST

No.	Items	Monthly Cost (RM)
1.	Rental	2000.00
2.	Utilities (Electricity & Water)	500.00
3.	Internet & Wifi	130.00
4.	Maintenance	200.00
5.	License & Permit	570.00
6.	Cleaning Supplies	100.00
	TOTAL	3,500.00

The Potata's administration, kitchen and store's overhead costs are shown in the table above. The business has incurred RM3500.00 in total overhead for the entire premise. Monthly payments are made for rent, utilities, wifi, maintenance and cleaning expenses to ensure the business can run smoothly.

6.4 STAFFING

6.4.1 STAFFING NEEDS & KEY DUTIES

Currently, *The Potata* is managed and operated by seven partners. To keep the initial costs of starting up our business low, for the time being there are no plans to hire outside staff immediately until the business is stable enough. Instead, all partners share operational duties on a shift by shift basis.

General Manager (CEO)	Responsible as the overall leader of the business. In charge of making important decisions, managing banking and financial matters.
Administration & Managing Director	Handles documentation, relevant business and premise licenses and makes sure that the business is following the regulations.
Project Manager	Oversees the timeline of the business' launching, coordinating between different departments to ensure consistency and punctuality.
Marketing Manager	In charge of <i>The Potata's</i> social media presence and strategy for the main part, creating promotional posters and engaging with the online community.
Product Manager	Tasked with quality control of the food, sourcing fresh ingredients and preventing food waste by better managing the inventory.
Operational Staff (All Partners)	In addition to the management positions, all partners will rotate to fill in the daily roles of the Kitchen Crew (cooking) and Service Crew ()

6.4.2 HOW EMPLOYEES WILL BE SOURCED

The current team of *The Potata* was sourced through the university network at UiTM Puncak Alam. The team mates and individuals were selected based on our shared vision and diverse set of skills. For future employment and staffing, as sales increase to the target of 50 bowls per day in the first month, we plan to hire a number of 2 part-time general workers. Interested candidates must, at minimum, hold an SPM Certificate and have a typhoid shot in

order to be able to handle food-stuffs. The interviews will be held on site at the shop's location, TARBP Jengka, Pahang.

In a set amount of time, candidates must answer a few questions and participate in a cooking test. Every candidate will be judged fairly via the quality of their results. We aim to source these employees mainly from the UiTM Jengka Student body, by advertising on student Whatsapp groups and campus notice boards. This is strategic because students understand our target market well.

6.4.3 EMPLOYMENT RELATIONSHIP

Originally, the 7 founding members of *The Potata* are bound by a Partnership Agreement. Initially, we do not take a fixed salary but instead each earn a share of the profits. As founding members, we are full-time employees and make up the main framework of the workshop of the company.

As for future staff, it is decided that they will be hired on a contract for service, aka part time basis. They will be paid at an hourly rate following the minimum wage standard of the country. The main reason for mainly taking part-timers is because of the steady student population, it allows these students the flexibility to arrange their working times based on their class schedules.

6.4.4 TRAINING

Without the necessary training, tools and resources, staff cannot perform their duties as effectively. It is through the responsibility of the manager to provide them with what is needed. Since we are in the business of handling food, training is even more essential and held at a strict standard which is mandatory for everyone, including all partners.

Every team member is required to attend a Food Handling Course and receive a Typhoid injection before beginning operations. This is in compliance with the Ministry of Health (KKM) regulations. The Product Manager will also have to conduct a hands-on training session in the production workflow of cooking the loaded potato bowls for service. This ensures that despite changing hands, whoever is currently on shift will cook the potatoes in a consistent manner, especially in terms of temperature, amount and portions of toppings or sauces. The Marketing Manager will also have to brief the team on how to smoothly handle possible customer complaints, as well as the digital cash system to ensure smooth transactions.

6.5 EQUIPMENT

To ensure the quality of loaded potato bowls and the efficiency of service, *The Potata* requires specific specialized equipment. Our strategy is to purchase most of our fixed assets rather than leasing. Although this requires a higher cost upfront, it eliminates monthly debt later on and lets the business own its assets fully. As such, we have identified suppliers that offer the best balance of price and after-sale support, focusing mainly on vendors in Kuantan, Jengka and Maran areas to reduce issues regarding transport.

Equipment	Function	Purchase/Lease	Supplier	Est.Cost(RM)
Industrial Oven & Deep Fryer	Double tank fryer for speed and convection oven for baking potatoes.	Purchase	Kuantan Stainless Steel Ent.	3000.00
Chiller/Fridge	Keep raw materials like cheese, beef and sauces fresh and compliant with health standards.	Purchase	Harvey Norman, Kuantan.	2000.00
Furniture & Fittings	Stainless steel worktables for kitchen and dining tables/chairs for customers.	Purchase	Pusat Perabut Lik Tat, Maran.	3000.00
Point of Sale (POS) System	Tablet-based system for ordering, receipts and tracking sales.	Purchase	StoreHub	1500.00
Small Kitchen Tools	Squeeze bottles, scoops, knives and baking trays.	Purchase	Nadi Plastik/Shopee	Included in general start up.
TOTAL EQUIPMENT COST				9500.00

6.6 SUPPLIES

As a food service business, *The Potata* relies on a steady flow of fresh raw produce and packaging in order to support daily operations. Our supply strategy focuses on a mix of local gathering of fresh items and also bulk purchasing of dry goods in order to manage costs effectively.

Item	Item Description	Supplier	Reasoning
Fresh Produce	Potatoes (Holland, Cameron Highlands), Onions, Chillies	Pasar Tani Jengka (Wholesaler)	Fresh daily stock with negotiable prices for bulk purchase.
Dry Ingredients	Cheese Powder, Mayo, Chili Sauce, Frozen Beef, Anchovies	BS Freshmart (Jengka)	Halal-certified, located across the road, nearby for emergency restocking.
Packaging	Paper bowls, Wooden Forks, Plastic Bags	Shopee (Online)	Cost effective for high volume, wide variety of branding options
Emergency Backup	Plasticware, Sauces, Packaging	Nadi Plastik (Jengka)	Immediate availability if online shipments delay.

6.6.1 HOW TO MANAGE INVENTORY

To ensure food safety and minimise waste, we also have to enforce controlled inventory management. For example, we adhere to a method where new stock of potatoes and sauces is placed behind older stock to ensure that older ingredients are used and finished before they spoil. The Product Manager must also conduct a physical inventory count every end of the week. By doing so, it helps us to adjust our purchasing orders for the coming week based on actual sales data.

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 OWNERSHIP STRUCTURE

The Potata is a limited partnership company registered under the Business Registration Act 1956. The ownership is equally shared among seven partners, each contributing capital, expertise, and labor to ensure the success of the venture. This structure allows for the flexibility and diversity of skills, from product management to digital marketing, that work well for a startup in the competitive F&B market.

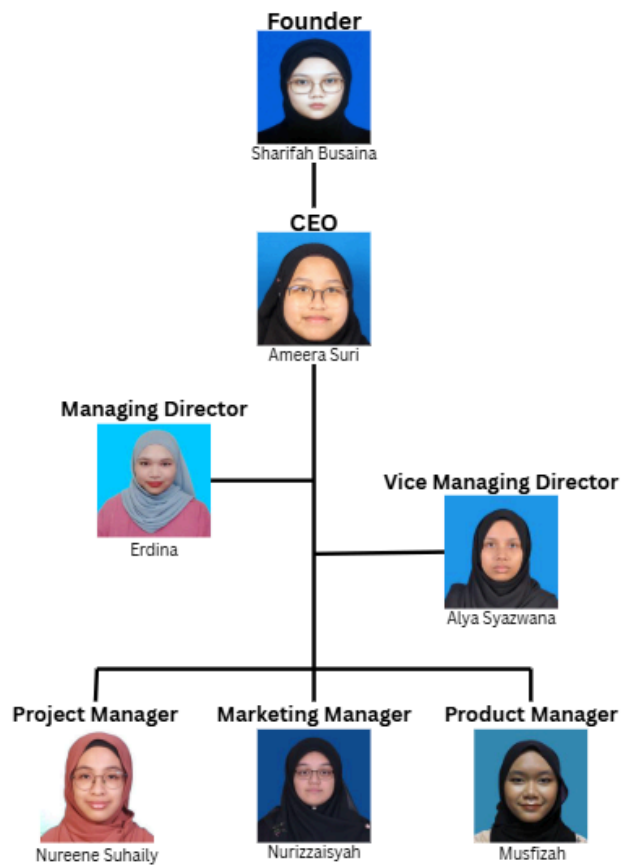
As mentioned earlier, the seven business partners are divided into seven different positions according to their skills and expertise. Ameera Suri binti Mohamad Zaidi as Chief Executive Officer(CEO) of *The Potata*, Sharifah Busaina Binti Syed Noridzuan as the Founder, Erdina Widad binti Zainal Abidin as the Managing Director, Alya Syazwana binti Rozaidi as the Vice Managing Director, Nureene Suhaily binti Syarifuzin as Project Manager, Nurizzaisyah binti Badrun as the Marketing Manager, Musfizah binti Roslan as Product Manager. With these seven positions, the company is to run smoothly and efficiently.

7.2 MANAGEMENT TEAM

Manpower Planning:

The *Potata* has one CEO, one Founder, One Managing Director, One Vice Managing Director, One Project Manager, One Marketing Manager, and One Product Manager that is structured to ensure clear accountability and smooth operations across all departments, as shown in Table:

Position	No. of Staff
CEO	1
Founder	1
Managing Director	1
Vice Managing Director	1
Project Manager	1
Marketing Manager	1
Product Manager	1



Organizational chart/ structure

The management team for our company contains only 4 levels of management. As the business grows, the levels of management and the number of employees may be increased.

FOUNDER



NAME OF PARTNER	Sharifah Busaina Binti Syed Noridzuan
IDENTITY CARD NO.	030708-08-0832
PERMANENT ADDRESS	36, Jalan Potata, Taman Potata, 123456, PotataLand
E-MAIL	2024938969@student.uitm.edu.my
TEL.NO.	+60182018406
DATE OF BIRTH	2 July 2003
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Creative Game Design(Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ● R&D Innovation ● Brand Identity ● Creative Direction
EXPERIENCES	<ul style="list-style-type: none"> ● Content Creation ● Co-founder of a previous small-scale online business
PRESENT OCCUPATION	Founder of The Potata
PREV.BUSINESS EXPERIENCE	Successfully developed and managed an online business into an established brand.

CEO



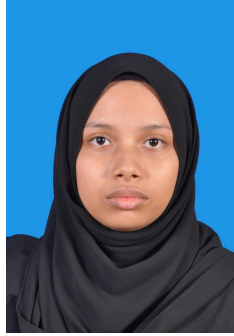
NAME OF PARTNER	Ameera Suri Binti Mohamad Zaidi
IDENTITY CARD NO.	020225-10-0466
PERMANENT ADDRESS	No. 51, Jalan Birai, U8/69, Bukit Jelutong, Shah Alam, 40150, Selangor.
E-MAIL	ameerasuriitm@gmail.com
TEL.NO.	0122181926
DATE OF BIRTH	25 February 2002
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Creative Game Design(Hons)
COURSE ATTENDED	CAAD233
SKILLS	<ul style="list-style-type: none"> ● Multitasking ● Customer Relations
EXPERIENCES	<ul style="list-style-type: none"> ● Retail Associate at CU Mart ● Customer Service Representative
PRESENT OCCUPATION	CEO of The Potata
PREV.BUSINESS EXPERIENCE	Managed daily retail operations, inventory control, and customer satisfaction to ensure store efficiency.

MANAGING DIRECTOR



NAME OF PARTNER	Erdina Widad Binti Zainal Abidin
IDENTITY CARD NO.	030131-08-0854
PERMANENT ADDRESS	1165, Taman Samudera, 32040, Seri Manjung, Perak.
E-MAIL	erdinastudy@gmail.com
TEL.NO.	017-9679511
DATE OF BIRTH	31 January 2003
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Creative Game Design(Hons)
COURSE ATTENDED	Entrepreneurship courses
SKILLS	<ul style="list-style-type: none"> ● Team Leadership ● Sales Strategy
EXPERIENCES	<ul style="list-style-type: none"> ● 6-7 years in sales team ● Creative Tech at Belacak Biz
PRESENT OCCUPATION	Managing Director of The Potata
PREV.BUSINESS EXPERIENCE	Successfully drove sales growth and managed client acquisition strategies for a local tech startup.

VICE MANAGING DIRECTOR



NAME OF PARTNER	Alya Syazwana Binti Mohd Rozaidi
IDENTITY CARD NO.	020326-06-0766
PERMANENT ADDRESS	NO. 4AB, JALAN CEKAL, RANTAU PERINTIS 26400 BANDAR JENGKA, PAHANG.
E-MAIL	2024931281@student.uitm.edu.my
TEL.NO.	0134240994
DATE OF BIRTH	26 March 2002
MARITAL STATUS	Married
ACADEMIC STATUS	Bachelor's in Creative Game Design(Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ● Financial Management ● Budgeting
EXPERIENCES	Finance Manager of NAAN Studio
PRESENT OCCUPATION	Vice Managing Director of The Potata
PREV.BUSINESS EXPERIENCE	Developed comprehensive financial budgets and managed cash flow strategies to improve studio profitability.

PROJECT MANAGER



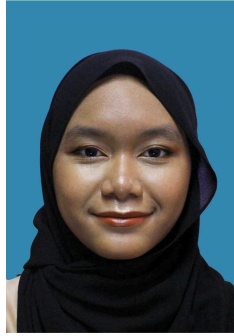
NAME OF PARTNER	NUREENE SUHAILY BINTI SYARIFUZIN
IDENTITY CARD NO.	030909-10-2138
PERMANENT ADDRESS	49-3, JALAN AMANSIARA 1, TAMAN AMANSIARA, 68100, SELAYANG, SELANGOR
E-MAIL	nureene.suahily@gmail.com
TEL.NO.	013-2970903
DATE OF BIRTH	09 September 2003
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Creative Game Design(Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ● Event Management ● Organizational Planning
EXPERIENCES	Exco Communication and Community
PRESENT OCCUPATION	Event Manager
PREV.BUSINESS EXPERIENCE	Planned and executed community events that successfully generated sponsorship funding and public engagement.

MARKETING MANAGER



NAME OF PARTNER	Nurizzaisyah Binti Badrun
IDENTITY CARD NO.	031030-10-1972
PERMANENT ADDRESS	No.33, Jalan Puncak Setiawangsa 5, Taman Puncak Setiawangsa, 54200, Kuala Lumpur.
E-MAIL	2024741531@student.uitm.edu.my
TEL.NO.	013-351-5802
DATE OF BIRTH	30 October 2003
MARITAL STATUS	Engaged
ACADEMIC STATUS	Bachelor's in Creative Game Design(Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ● Open Communication ● Adaptability
EXPERIENCES	<ul style="list-style-type: none"> ● 5 years in market management ● Lead Asset Artist at NAAN Studio
PRESENT OCCUPATION	Marketing Manager of The Potata
PREV.BUSINESS EXPERIENCE	Successfully planned and executed market penetration strategies that increased brand awareness and customer engagement for previous creative projects.

PRODUCT MANAGER



NAME OF PARTNER	MUSFIZAH BINTI ROSLAN
IDENTITY CARD NO.	030806-10-0914
PERMANENT ADDRESS	2-44, BLOK MR, JALAN MINAG RIA 1, 43200, CHERAS, SELANGOR
E-MAIL	2024745685@student.uitm.edu.my
TEL.NO.	013-4992774
DATE OF BIRTH	6 August 2003
MARITAL STATUS	Divorced
ACADEMIC STATUS	Bachelor's in Degree (Hons.) in Creative Game
COURSE ATTENDED	CAAD233
SKILLS	<ul style="list-style-type: none"> ● Communication Skills ● Data Analysis
EXPERIENCES	<ul style="list-style-type: none"> ● Freelance Design Project Manager ● Part-Time Catering Waiter
PRESENT OCCUPATION	Product Manager of The Potata
PREV.BUSINESS EXPERIENCE	Successfully managed client portfolios and project deliverables for independent commercial design contracts.

Position and number of personnel

The table below outlines the tasks and responsibilities for each position. The following functions and responsibilities have been identified and will be delegated to the respective individual to ensure the smooth operation of the business.

POSITION	MAIN TASKS
CEO	<ul style="list-style-type: none">● Formulate long-term business strategy and vision.● Oversee overall financial performance and cash flow.● Act as the main liaison with external stakeholders (UiTM, Banks)
FOUNDER	<ul style="list-style-type: none">● Develop the brand identity and core business concept.● Lead Research & Development (R&D) for new menu innovation.● Ensure the business stays true to its original vision/mission.
MANAGING DIRECTOR	<ul style="list-style-type: none">● Oversee daily business operations and shop floor activities.● Manage staff scheduling, attendance, and welfare.● Handle customer service disputes and operational crises.
VICEMANGING DIRECTOR	<ul style="list-style-type: none">● Assist the MD in daily operational tasks.● Monitor inventory levels and restock raw materials.● Ensure compliance with health and safety regulations.

PROJECT MANAGER	<ul style="list-style-type: none"> ● Manage the setup of the kiosk, including renovations and equipment installation. ● Track the business timeline and ensure milestones are met. ● Handle administrative documentation and licensing.
MARKETING MANAGER	<ul style="list-style-type: none"> ● Plan and execute marketing campaigns on social media (TikTok/IG). ● Create visual content (posters, videos) for promotions. ● Analyze customer feedback to improve brand reach.
PRODUCT MANAGER	<ul style="list-style-type: none"> ● Maintain strict quality control of ingredients (potatoes/toppings). ● Liaise with suppliers to ensure consistent quality of stock. ● Train staff on proper food handling and presentation.

7.3 HUMAN RESOURCES

POSITION	NO.	MONTHLY SALARY (RM)	EPF	SOCSSO (RM)	TOTAL (RM)
CEO	1	1,500.00	195.00	26.25	1,721.25
Founder	1	1,500.00	195.00	26.25	1,721.25
Managing Director	1	1,500.00	195.00	26.25	1,721.25
Vice Managing Director	1	1,500.00	195.00	26.25	1,721.25
Project Manager	1	1,500.00	195.00	26.25	1,721.25
Marketing Manage	1	1,500.00	195.00	26.25	1,721.25
Product Manager	1	1,500.00	195.00	26.25	1,721.25
TOTAL		10,500.00	1,365.00	183.75	12,048.75

7.4 LIST OF EQUIPMENT AND OFFICE SUPPLIES

ITEM	QUANTITY	PRICE/PER UNIT (RM)	TOTAL COST (RM)
Laptop (Contribution by partners)	7	-	0.00
Office Table & Chairs (Back office)	1	350.00	350.00
Printer (All-in-one)	1	150.00	150.00
POS System Hardware	1	1,500.00	1,500.00
Fire Extinguisher	1	150.00	150.00
First Aid Kit	1	100.00	100.00
Staff Uniforms (Aprons)	7	40.00	280.00
TOTAL	19	2,290.00	2,530.00

List of office supplies:

NO.	TYPE OF OVERHEAD	MONTHLY COST (RM)
1	A4 Paper & Stationery	50.00
2	POS System Receipt Rolls	40.00
3	Internet/Wi-Fi Bill	130.00
4	Cleaning & Hygiene Supplies	100.00
	TOTAL	320.00

7.5 ORGANISATIONAL BUDGET

EXPENDITURE BUDGET	
	RM
Fixed Assets/ Capital Expenditures	
Vehicle	74,000.00
Office Renovation	5,000.00
Office Equipment	2,530.00
Fixed Assets/ Capital Expenditures	
Salaries	12,048.75
Utilities	500.00
Rental	2,000.00
Petrol	200.00
Office Supplies	320.00
Other Expenditure	
Business Registration & Licences	570.00
Deposit (Rental 2+1)	4,000.00
Typhoid Injections (7 Pax)	490.00
Insurance & Road tax	500.00
TOTAL	102,158.75

8. FINANCIAL PROJECTION

8.1 START UP COST

START UP COST	Estimated Cost (RM)
Capital Expenditure: Administrative	
Business Registration (SSM)	70
Local Authority License (Maran/Jengka)	500
Marketing Expenditure	
Signboard & Bunting	1,500
Opening Launch (Flyers/Decor)	500
Operations Expenditure	
Shop Renovation (Painting/Counter)	5,000
Equipment (Fixed Assets)	
Industrial Oven / Deep Fryer	3,000
Point of Sale (POS) System	1,500
Furniture (Tables/Chairs)	3,000
Fridge/Chiller	2,000
Total Start-up	~RM 17,070

8.2 WORKING CAPITAL

WORKING CAPITOL (MONTHLY)	RM	FIXED	VARIABLE	NOTED
Marketing				
Facebook/Tiktok Ads	300			To push “TikTok videos”
Operations				
Rent (Shop N-10-G)	2,000			Estimate for Jengka shop lot
Utilities (Water/Elec/Wifi)	500			
Raw Materials/ Ingredients	5,618			As per budget
Administrative (Salaries)				
Manager’s Allowances (7 people x RM800)	5,600			Adjust this based on your plan
Total Working Capitol (1 Month)	~RM14,018			~RM14,018

8.3 START-UP & FINANCING

Total Capital Required = StartUp Costs + Working Capital

Using my estimates: *RM 17,070 + RM 14,018 = RM 31,088*

Source of Finance	RM	Notes
Equity (Own Contribution)		
Partner Contribution (7 partners x RM 2,000)	14,000	Money from your own pockets
External Financing		
Loan/ Grant (MARA/TEKUN/Bank)	18,288	To cover the balance
Total Financing	32,288	

8.4 CASH FLOW STATEMENT (Monthly)

THE POTATA PRO FORMA CASH FLOW STATEMENT

	Month 1	Month 2	Notes
A. <u>CASH IN FLOW</u>			
Cash Sales	15,600	17,160	10% increase from month 1
Loan/ Grant Disbursement	18,288	-	One-time cash from loan (Start-Up Only)
Capital Injection (Partners)	12,000		One-time cash from partners (Start-Up Only)
TOTAL CASH IN FLOW	45,888	17,160	
B. <u>CASH OUTFLOW</u>			One-time-start-up costs
1. Capital Expenditure			
Renovation & Signboard	6,500		
Equipment Purchase	9,500		
Registration & License	570		
2. Operating Expenditure			
Raw materials (COGS)	5,618	6,180	
Staff Allowances/ Salaries	4,800	4,800	
Shop Rent (TARBP)[bole search kat Jenkga]	2,000	2,000	
Utilities (Water/ Elec/ Wifi)	500	500	
Marketing & Ads	300	300	
TOTAL CASH OUTFLOW	29,288	13,830	
C. CASH SURPLUS / (DEFICIT)	16,600	3,300	(A-B)
D. BEGINNING CASH BALANCE	0	16,600	
E. ENDING CASH BALANCE	16,600	19,930	

8.5 INCOME STATEMENT (Profit & Loss)

THE POTATA PRO FORMA INCOME STATEMENT

TOTAL CASH OUTFLOW	Calculation	Amount (RM)
A. Sales	(RM 15,600 X 12 months)	187,200
B. LESS: COST OF GOODS SOLD (COGS)		
Opening Stock		0
(+) Purchase (Raw materials)	(RM 5,618 X 1 months)	67,416
(-) Closing Stock		(3,000)
Total COGS		(64,416)
C. GROSS PROFIT	(A-B)	122,784
D. LESS: OPERATING EXPENCES		
Management Allowances/ Salaries	(RM 4,800 X 12)	57,600
Shop Rent (TARP)	(RM 2,000 X 12)	24,000
Utilities (Water/Electric/Wifi)	(RM 500 X 12)	6,000
Marketing & Promotion	(RM 300 X 12)	3,600
Business Registration & License	(Amortized/Written off)	570
Depreciation of Fixed Assets	(See Note 1 Below)	2,900
Total Operating Expenses		(94,670)
E. NET PROFIT (Before Tax)	(C-D)	28,114
(-) Tax	(Assuming 0% for Year 1)	0
F. NET PROFIT (After Tax)		28,114

8.6 BALANCE SHEET

THE POTATA PRO FORMA BALANCE SHEET

Assets (What you Own)	RM	Equities & Liability (Who owns it)	RM
NON-CURRENT ASSETS (Fixed)		OWNER'S EQUITY	
Equipment, Furniture & Renovation	14,500	Capital Contribution (Partners)	12,000
Less: Accumulated Depreciation	(2,900)	Add: Accumulated Net Profit	28,114
Net Fixed Assets	11,600	Total Equity	40,114
CURRENT ASSETS		NON-CURRENT LIABILITIES	
Closing Stock (Inventory)	3,000	Business Loan Balance	16,000
Rental Deposit	4,000	(Assumes you paid back ~RM2k)	
Cash in Bank	37,514		
Total Current Assets	44,514	CURRENT LIABILITIES	
		Accounts Payable	0
TOTAL ASSETS	56,114	TOTAL EQUITY & LIABILITIES	56,114

9.0 PROJECT MILESTONE AND COMPANY STRUCTURE

ACTIVITIES	DEADLINES	STATUS
Business Plan Drafting & R&D	15 Oct – 15 Nov 2025	Completed
Confirmation of Location	20 Nov 2025	Completed
Capital Injection	1 Dec 2025	Completed
Sourcing of Equipment	10 Dec 2025	Completed
Premise Renovation	15 Dec – 30 Dec 2025	Completed
Compliance & Licensing	28 Dec 2025	Completed
Business Registration (SSM)	7 Jan 2025	Completed
Stock Procurement	12 Jan 2025	Completed
Soft Opening & Marketing Push	26 Jan 2025	Target
Grand Opening / Full Operation	1 Feb 2025	Target

10.0 CONCLUSION

To conclude our research, The Potata, offers a distinctive and satisfying loaded potato bowl that meets the demand for affordable, high-quality comfort food in Jengka. We are confident in our ability to meet our conservative financial projections, having thoroughly analyzed our target market, competitive environment, and operational strategy to ensure steady sales growth and market penetration. It is our firm belief that The Potata can become a preferred and trusted food destination for students and locals alike. We are committed to continually refining our marketing and operational strategies to build lasting customer loyalty and ensure the business remains vibrant and well-loved in the community.

11.0 APPENDICES



