



اَوْنِيُوْزِ سَيِّتِيْ بَاتِيْ كُنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN

ENTREPRENEURSHIP 530

Faculty	:	Faculty of Hotel and Tourism Management
Program	:	BSc (Hons) Tourism Management
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Course	:	Entrepreneurship 530
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Group Name	:	Blacks Bee Enterprise
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Submitted To:

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Administration Manager and Operational Manager, DAYANG LAILA FAHANA BINTI ABANG AZMAN as the Marketing Manager, and FIGRI ASSYAFIQ BIN ABU BAKAR SHAM as the Financial Manager. NOR SYAMRA BINTI MOHD TOMBEL is our sleeping partner, contributing for the license to do business in Sabah.

1. EXECUTIVE SUMMARY

The name of our company is The Blacks Bee whereby the business has been decided in the form of four partnerships. Three partners contributed RM 2,500 as the agreed amount of capital as in our agreement, while one partner contributes for the business license. Our main business activity is to provide the best quality of Kelulut Honey which is easily obtained meaning we focus on good delivery service of our products. We will go online and in business on both Facebook and Instagram as our medium and is opened on the 30th of September 2017.

Kelulut honey is a newly discovered type of honey produced by stingless bees. It is a good business to venture in as it is new and the market is still growing to know the product. This product is for people who prefer natural and honey which is not added with any sugar and other chemicals.

Our target market being health oriented people, and people aged 18-60, who are looking for natural food. Tourists are also people who will be interested in this product as it has not yet reached the international market.

Competition comes from both regular honey, and also from Kelulut honey seller, where they try to sell their products and also have established a firm grasp of the market. However, The Blacks Bee will sell at a cheaper price, for a high quality product making it sellable even to students.

In the long run, our business will be able to be successful and reach the market. Profit can be made based on our monthly sales forecast. Slowly, we will be able to grow and sell other products such as Kelulut honey soap.

Every partner in the business are entitled and encouraged to participate in all business management. All of us have agreed that SYAKINAH BINTI SENAK as the Administration Manager and Operational Manager, DAYANG LAILA FAHANA BINTI ABANG AZMAN as the Marketing Manager, and FIQRI ASSYAFIQ BIN ABU BAKAR SHAM as the Financial Manager. NOR SYAMIRA BINTI MOHD TOMBEL is our sleeping partner, contributing for the license to do business in Sabah.

2. COMPANY PROFILE

Name of the Company : Black Bees Enterprise
Address of the Company : Universiti Teknologi Mara (UiTM) Cawangan Sabah, Beg
Berkunci 71, Kota Kinabalu, Sabah, 88997, Malaysia

Form of Business : Partnership

Date of Commencement : September 2017

Date of Business : 13 November 2017

Registration

Business Registration : I/ N06521/ 2017

Number

Name of Bank : CIMB

Bank Account Number :

