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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

GREAT TEAM SPIRIT SDN BHD
(AUNTIE ANNE'S PRETZEL FRANCHISE)

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TABLE OF CONTENTS

	TITLES	PAGE
	PREFACE	
1.0	EXECUTIVE SUMMARY	
	1.1 Introduction	1
	1.2 Steps of becoming Franchise	3
	1.3 Company logo Description	4
2.0	BUSINESS PLAN PURPOSES	6
3.0	COMPANY BACKGROUND	7
4.0	BACKGROUND OF OWNER	8-17
5.0	LOCATION OF THE BUSINESS	18-20
6.0	ADMINISTRATION PLAN	
	6.1 Introduction of Organization	21
	6.1.1 Vision	21
	6.1.2 Mission	21
	6.1.3 Objective	21
	6.1.4 Key To Success	22
	6.1.5 Administrative Strategies	22
	6.1.6 Business Address	22
	6.1.7 Employees Incentive Strategies	23
	6.2 Office Layout	25
	6.3 Organization Chart	26
	6.4 Manpower Planning	26
	6.5 Schedule Of Task And Responsibilities	27
	6.6 Schedule Remuneration	30
	6.7 List Of Office Equipment	31
	6.7.1 Contribution Of Assets	32
	6.8 Administrative Budget	33-34

	MARKETING PLAN	
	7.1 Introduction	35
	7.2 Product Description	36
	7.2.1 Product Line	37
	7.3 Target Market	40
	7.4 Market Segmentation	42
	7.4.1 Psychographic Segmentation	42
	7.4.2 Demographic Segmentation	43
	7.4.3 Geographic Segmentation	44
	7.5 Market Size	45
	7.6 Main Competitor	46
	7.7 Market Share	50
	7.8 Sales Forecast	54
	7.9 Marketing Strategies	69
	7.9.1 Price Strategies	70
	7.9.2 Product and Services Strategies	75
	7.9.3 Place or Distribution Strategies	76
	7.9.4 Promotion Strategies	77
	7.9.5 Sales Promotion	80
	7.9.6 Public Relation	80
	7.9.7 Opening Ceremony	80
	7.10 Marketing Personnel	81
	7.11 Marketing Budget	82
	OPERATION PLAN	
8.0	8.1 Introduction	83
	8.2 Objective and Strategies	84
	8.3 Operation Processes	85
	8.4 Production Flow Chart	87
	8.5 Operation Process's Picture	89
	8.6 Material Requirement	91

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

Auntie Anne's is a brand new concept in the UK Franchise world offering the three fold philosophy; to serve fresh, hot soft golden brown Pretzels, with friendly courteous customer service, in a sparkling clean store. Auntie Anne's has been franchising since 1989, and we now have over 950 locations worldwide. Our objective is to offer Franchisees a solid business platform on which they can develop and grow. This approach has proved to be very successful within the USA and Auntie Anne's is now operating in eleven other countries. Excellent customer service is paramount to our success, therefore our Franchise offering is only for people who have the appetite for hard work and who want to give great customer service from their immaculately clean store. Agreements typically last five to twenty years, with premature cancellations or terminations of most contracts bearing serious consequences for franchisees.

Auntie Anne's, are already successfully established in the Peninsular Malaysia but not yet established in the East of Malaysia. After realizing that Sabah, has a great potential of establishing business of Auntie Anne's Pretzel since there are no other pretzel company selling pretzel here, we come out with this proposal and business plan.

Embarking upon mission, which is "To introduce and to be a market leader of Auntie Anne's pretzel in Borneo", **Great Team Spirit Sdn. Bhd.** has come to existences and bring in the Auntie Anne's Pretzel into Sabah. Our nature of business is a franchise, as we already decided to commence our business in January 2011.

Our proposed company main office will be located at Alamesra, and the first operation building will be at the Palm Square of Centre Point. The location is chosen based on its strategic position, a place where many people come to buy things and watching movie. Palm Square, is a place where people lingering around; waiting for somebody, released tiredness walking in the shopping complex. From our overview