

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

YAMLEE BROTHERS ENTERPRISE

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TABLE OF CONTENTS

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TABLE OF CONTENTS

ITEMS	PAGE
Executive summary	6
1. INTRODUCTION	7
2. PURPOSE OF THE BUSINESS PLAN	8
3. COMPANY BACKGROUND	9-18
4. SHAREHOLDERS BACKGROUND	19
5. LOCATION OF THE BUSINESS	20
6. ADMINISTRATIVE PLAN	
6.1 Company's Mission	
6.2 Company's Goals	
6.3 Company's Objectives	21
6.4 Company's Strategies	22
6.5 Organization Chart	23
6.6 Schedule of Staff and Responsibilities	24-25
6.7 Schedule of Remuneration	26-27
6.8 List of Office Equipment	28
6.9 Administration Budget	29
	30-31
7. MARKETING PLAN	
7.1 Product or Service Description	32-33
7.2 Target Market	34-35
7.3 Market Size	36
7.4 Competition	37-39
7.5 Market Share	40-47
7.6 Sales Forecast	48-49
7.7 Marketing Strategy	50-57
7.8 Marketing Budget	58
8. OPERATION PLAN	
8.1 Process Flow Chart	62-63
8.2 Operation or Production Schedule	64
8.3 Material Requirement	65-67
8.4 Manpower Requirement	68-69
8.5 Machine and Equipment Requirement	70-71
8.6 Operations Layout Plan	72-82

8.7 Operations Overhead	83
8.8 Operations Budget	84
9. FINANCIAL PLAN	
9.1 Project Implementation Cost Schedule	87-88
9.2 Sources of Finance Schedule	89
9.3 Term Loan Amortization Schedule	90
9.4 Hire Purchase Amortization Schedule	91-93
9.5 Fixed Assets Depreciation Schedule	94-95
9.6 Pro forma Manufacturing Cost (if manufacturing product)	96
9.7 Pro forma Cash Flow Statement	97
9.8 Profit And loss Appropriation Account For Partnership	98-100
9.9 Current Accounts For Partnership	101-102
9.10 Pro Forma Balance Sheet	103
9.11 Financial Ratios Analysis	104-105
10. CONCLUSION	106-107
11. APPENDIX	

Firstly, we need to rename our business. We have agreed that our business will name as YAMLEE BROTHERS ENTERPRISE. Yamlee's taken because the creator of the recipe named Yamlee.

To start our business, we need:

- a) Cash – our cash comes from bank loan, (Maybank). We also have our own equity in cash form, each from us gives about RM20, 000 to start our business.
- b) Factory - Factory is for our main place for production. Our land must be a strategic place to ensure our product can well market.

1.0 INTRODUCTION YAMLEE BROTHERS BUSINESS PLAN

Now days, people are busy doing work. The main food that has higher demand is something that is express. There are many instant foods such as Maggi, canned food etc. Cendol is one of Malaysian popular food. It is known for centuries. However, yet, still no other company want to take a risk to produce an instant cendol. The main factor that people do not want to produce an instant cendol is because the ingredient in cendol cannot last long. With the new technology, now we can take the opportunity to produce and selling the instant cendol. Our group chooses the instant cendol because it is fresh product that never been thought before. There are many benefits;

- i. Cendol is Malaysian food.
- ii. Yet, instant cendol do not have competitors.
- iii. It is a fresh idea and can make costumer want to try.

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