



اُونِيُوَرْسِيْتِي تِيكْنُولُوجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS PLAN

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TABLE OF CONTENTS

1.0 INTRODUCTION.....	6
1.2 PURPOSES OF PREPARING THE BUSINESS PLAN.....	7
1.3 COMPANY BACKGROUND.....	8
1.3.1 BUSINESS LOGO	8
1.4 PARTNER'S BACKGROUND.....	9
1.5 LOCATION OF BUSINESS.....	15
1.6 BUILDING OF COMPANY	16
2.0 ORGANIZATION MISSION AND VISION	18
2.1 ADMINISTRATIVE PLAN.....	18
2.2 ORGANIZATION CHART	19
2.3 MANPOWER PLANNING	19
2.3.1 LIST OF ADMINISTRATIVE PERSONNEL	20
2.4 SCHEDULE OF REMUNERATION	21
2.5 LIST OF CASHIER EQUIPMENT	21
2.5.1 LIST OF CASHIERS FURNITURES	22
2.6 ADMINISTRATION BUDGET	24
3.1 PRODUCT DESCRIPTION.....	26
3.1.1 INTRODUCTION	26
3.1.2 MARKETING OBJECTIVE	27
3.2.2 MARKET ANALYSIS	27
3.3 MARKET SIZE.....	28
3.4 COMPETITION.....	29
3.4.1 STRENGTH AND WEAKNESSE OF THE COMPANY	30
3.5 MARKET SHARE.....	31
3.6 SALES FORECAST	33
3.7 MARKETING STRATEGIES.....	34
3.7.1 PRODUCT STRATEGY	34
3.7.2 PRICE STRATEGY	35
3.7.3 LOCATION STRATEGY	35
3.7.4 PROMOTION STRATEGY	36
3.8 MARKET BUDGET	37
4.1 PROCESS PLANNING	39
4.1.1 INTRODUCTION	39
4.1.2 OBJECTIVE OF OPERATIONAL PLAN	40
4.2 OPERATIONAL LAYOUT	40
4.3 PROCESS PLANNING	40
4.3.1 SYMBOLS FOR FLOW PROCESS ORIGINAL	41
4.3.2 PROCESS FLOW CHART	42

4.3.3 ACTIVITY CHART	43
4.3.4 SALES POLICY	43
4.3.5 SERVICE PLANNING	44
4.4 PRODUCTION PLANNING	44
4.5.1 LIST OF RAW MATERIALS.....	46
4.5.2 INDIRECT MATERIAL	47
4.6 MACHINE AND EQUIPMENT PLANNING	48
4.6.1 EQUIPMENT REQUIREMENT SCHEDULE	48
4.6.2 MACHIINE REQUIREMENT SCHEDULE.....	48
4.6.3 LIST OF SUPPLIERS.....	48
4.7 MANPOWER PLANNING	49
4.8 BUSINESS OPERATION	50
Table 4.8: Business Operating Hours	50
4.9 OPERATION BUDGET	51
Table 4.9: Operation Budget	51
5.0 FINANCIAL PLAN	53
5.2 IMPORTANT OF FINANCIAL PLAN.....	53
5.3 SOURCES OF FINANCE	54
5.3.1 Administrative Budget.....	54
5.3.2 Marketing Budget.....	55
5.3.3 Operations Budget.....	56
5.3.3 SOURCE OF FINANCE.....	60
6.0 CONCLUSION	62

1.0 INTRODUCTION

We name our business Brownies Chuklat and it was started on 23 October 2025. This company was located at Lorong Dewan, Pusat Bandar, 88000 Kota Kinabalu, Sabah. This location has been chosen due to its strategic location because it is on side of the main road and can make the people see our store. This area is also filled with other companies that will make it a famous area as there are a wide variety of stores here.

Brownies Chuklat is a bakery company where it sells chocolate-flavored brownies with a homemade vibe and affordable for the customers. This company open bookings to all customers, especially for those who have special occasions.

The reason we choose bakery products for our business is because nowadays, it is easy to sell food, especially people in Sabah always crave sweet food such as cakes and others. This makes us choose this product because we are very confident that our business will run smoothly.

Moreover, our company plans to build a strong market position in Sabah and aims to offer good qualities and affordable prices to our customers. This business always produces products well because we produce products diligently and always ensure that the product results are in the condition that we have targeted.

1.2 PURPOSES OF PREPARING THE BUSINESS PLAN

Business plan is a set of documents prepared by an organization's management to summarize its marketing, operational and financial objective for the near future. It provides step-by-step guidelines once we start our business. It also provides an idea on how to achieve the organizational goals.

It allows the organization to define a strategy on how to make the business a success investment and helps to avoid failure by plotting the pitfalls along the way. By setting out the plan and target, organizations can monitor their progress and get the business back on track quickly.

This business chooses to take a loan from Bank Islam Malaysia because it is very easy to deal with Bank Islam Malaysia and there are various other facilities available if making a loan with this bank. Our business wants to take a loan from Bank Islam Malaysia for RM 20,000.

Moreover, this business plan is prepared for us to see the improvement or failures that we might face with our business opening in the future. This business plan will make us know if our business is successful or not.