



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

THE SANDWICH SHACK

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SUBMISSION LETTERS

Date: 16/03/2014

Mrs Faridah Mohd Shah

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Universiti Teknologi Mara

Beg Berkunci 71, 88997

Kota Kinabalu, Sabah

Dear Mrs,

Submission of Business Plan Proposal

The above matter is referred

As the General Manager of SANDWICH SHACK, I would like to submit our business plan proposal on the actual date as planned.

02 We would like to send our gratitude and appreciation to all party that helped us in completing this business plan, without them we would not be succeeding to complete our business plan as planned.

03 Hopefully this business plan can be the guidance for others that will make business plan to the nearest future.

Thank you,

Sincerely

(AK.MOHD KHAIRULIKHWAN)

GENERAL MANAGER SANDWICH SHACK

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1.0 General Introduction

1.1 Executive Summary

The Sandwich Shack is a company that aims to produce a steady supply of healthy fast foods and beverages to our health-conscious customers all around Sabah with the potential of expanding not just in Malaysia, but on a global scale. Our product menu varies from several types of healthy yet delicious sandwiches, salads, and fresh made juices which are sold at a reasonable price. Our customers would range from the toddlers, tweens, teens, adults and even the elderly.

The company name originates from our main product in the menu which are the sandwiches. We planned to start of our business in a kiosk in which resembles a shack that sells sandwiches. Therefore the name "The Sandwich Shack" became our official company name.

In our business partnership, the distribution of position consists of the General manager, marketing manager, Financial manager, Operation manager and last but not least the Administration manager. Our business operates seven days a week.

SHACK

"keep healthy be happy"