



**UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU CAMPUS**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR300)**

**YOGUR BERRY**

**PREPARED BY:**

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SUBMISSION OF BUSINESS PLAN PROPOSAL

YOGUR BERRY,  
Atrium, Ground Floor,  
Phase 2, Wisma Merdeka,  
88845 Kota Kinabalu, Sabah,  
Malaysia.

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Miss Jacqueline Koh,  
Coordinator of MEDEC,  
UiTM Kota Kinabalu,  
Sabah.

03 APRIL 2008

Madam,

SUBMISSION OF BUSINESS PLAN FOR DEC07- MAY08

As mentioned above, our company YogurBerry is going to submit this business plan proposal to you.

This business plan has been prepared according to the format and all instructions given. We hope that all the benefits that we gained in preparing this business plan will be useful and this business itself could be practiced in the future. Any advises or comments on this business plan will be highly appreciated.

Thank You.

Yours Sincerely,

.....  
(MALILYNE CRISPEN)

Manager,

YogurBerry

SALINAN FOTO TIDAK DIBENARKAN

## TABLE OF CONTENTS

<b>PREFACE</b> .....	i
<b>ACKNOWLEDGEMENT</b> .....	ii
<b>1.0 INTRODUCTION</b> .....	2
1.1 COMPANY'S LOGO .....	3
1.2 EXECUTIVE SUMMARY .....	4
<b>2.0 BUSINESS PLAN PURPOSES</b> .....	5
<b>3.0 BUSINESS/COMPANY BACKGROUND</b> .....	6
<b>4.0 BACKGROUNDS OF PARTNERS</b> .....	7
<b>5.0 ADMINISTRATION PLAN</b> .....	16
5.1 INTRODUCTION TO ORGANIZATION .....	16
5.2 BUSINESS VISION .....	16
5.3 BUSINESS MISSION .....	17
5.4 BUSINESS OBJECTIVE .....	17
5.5 BUSINESS ADDRESS .....	18
5.6 BUSINESS LOCATION .....	19
5.7 TYPE OF BUILDING .....	22
5.8 INFRASTRUCTURE .....	22
5.9 ORGANIZATION CHART .....	23
5.10 ADMINISTRATION PERSONNEL .....	24
5.11 SCHEDULE OF TASKS AND RESPONSIBILITIES .....	25
5.12 REMUNERATION SCHEDULE .....	27
5.13 PERSONNEL FACILITIES, INTENSIVE SCHEME AND WELFARE .....	28
5.14 LIST OF OFFICE EQUIPMENT .....	30
5.15 CONTRIBUTION OF ASSETS .....	30
5.16 ADMINISTRATION BUDGET .....	31
<b>6.0 MARKETING PLAN</b> .....	33
6.1 PRODUCT DESCRIPTION .....	33
6.2 TARGET MARKET .....	37
6.3 MAIN COMPETITORS .....	38
6.4 MARKET SIZE AND MARKET SHARE .....	39
6.5 SALES FORECAST .....	42
6.6 MARKETING STRATEGY .....	43
6.7 MARKETING BUDGET .....	47
<b>7.0 OPERATION PLAN</b> .....	49
7.1 MISSION AND STRATEGY .....	50
7.2 THE PRODUCT DEVELOPMENT .....	54
7.3 QUALITY FUNCTION DEVELOPMENT .....	55
7.4 THE TRANSFORMATION PROCESS .....	57
7.5 THE OPERATION PROCESS .....	58
7.6 MATERIAL / RAW MATERIAL REQUIREMENTS .....	61
7.7 MACHINE AND EQUIPMENT LIST .....	64
7.8 BILL OF RAW MATERIAL REQUIRED FOR A UNIT OF PRODUCT .....	66

## 1.0 INTRODUCTION

The name of our business is YogurBerry. The form of business we're involved in is franchising. We are one of the franchisee of YogurBerry in Kota Kinabalu, Sabah selling yogurt based products. Our outlet is a take-away type of outlet.

YogurBerry is a combination of words yogurt and berry, which comes from the mixture of delicious yogurt ice cream and fresh fruit and nut toppings originated from nature-friendly and healthy concept. YogurBerry yogurt ice cream is the ultimate combination of sourness from yogurt and sweetness from ice cream.

The outlet is located at the Phase 2 Ground Floor Atrium of Wisma Merdeka shopping complex. The location is strategic because there is high demand for take-away food from the people whenever they visit Wisma Merdeka. We plan to start our business on the 1<sup>st</sup> July 2008.

Better market coverage and continuous demand are the two major factors which influenced us to choose this business. Overall, this business will have better prospects in the future as there are continuous and demands of healthy food with the premium-class interior concept with low fat and low calorie products go along perfectly with the new well-being and slow-food concept spread worldwide.

## 1.2 EXECUTIVE SUMMARY

Name of the Company: YOGUR BERRY

Nature of Business: Manufacturing

Location of the Business: Atrium, Ground Floor,  
Phase 2, Wisma Merdeka,  
88845 Kota Kinabalu, Sabah,  
Malaysia.

Date of Business Commencement: 1<sup>st</sup> July 2008

Factor in selecting the proposed business:

- To maximize profit and minimize cost.
- The proposed business relatively easier to manage with, easier to start a business and lesser risk due to proven business.
- To promote and introduce yogurt ice cream to anyone who wants to enjoy healthy life.

Future prospects of the business:

- To expand the business by having several YogurBerry branches in Sabah and within Malaysia.
- To increase profits every year.
- Continually promote YogurBerry ice cream.
- To make YogurBerry as the income figure for dessert ice cream in Sabah and within Malaysia.