



اُنِيسِيتِي تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DIPLOMA IN QUANTITY SURVEYING (AP114)

AP1144C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

FAS Sdn. Bhd.

PRODUCT NAME

BOTGO

PREPARED FOR:

PN NUR HAZWANI BINTI ZOLKIFLY

PREPARED BY:

Muhammad Aiman bin Kamarudin	2017202052
Muhammad Faris Hakimi bin Mohd Rizaini	2017204828
Nur Afrina binti Mohd Kamalrulzaman	2017202478
Nur Izzah Farhana binti Zakaria	2017204526
Siti Zubaidah binti Wahab	2017202056

LETTER OF SUBMISSION

Diploma in Quantity Surveying (AP114)
Faculty of Architecture, Planning and Surveying
Universiti Teknologi MARA Perak
Seri Iskandar Campus
32610 Seri Iskandar
Perak

26th March 2019

Puan
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Perak
32610 Seri Iskandar
Perak

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**FAS Sdn Bhd – BOTGO**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

Muhammad Aiman bin Kamarudin	2017202052
Muhammad Faris Hakimi bin Mohd Rizaini	2017204828
Nur Afrina binti Mohd Kamalrulzaman	2017202478
Nur Izzah Farhana binti Zakaria	2017204526
Siti Zubaidah binti Wahab	2017202056

Thank you,

Yours sincerely

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Nur Izzah Farhana binti Zakaria
General Manager

ACKNOWLEDGEMENT

Firstly, in preparation of our business plan, we had to take the help and guidance of some respected persons, who deserve our deepest gratitude. As the completion of this assignment gave us much pleasure, we would like to show our gratitude to our lecturer, Puan Nur Hazwani binti Zolkifly, for giving us good guidelines for this business plan throughout numerous consultations.

We would also like to expand our gratitude to all those who have directly and indirectly guided us in the process of completing this business plan, especially MJ Smart Venture Bahulu for their willingness to help us in our case study. We learn a lot about the process and the production of making '*bahulu*'. Without them, we will never get the knowledge to do this business.

In addition, thank you to the members of our group for supporting each other throughout this project. We could never complete this task without each other. Lastly, many people, especially our classmates have made valuable comment suggestions on our business plan which gave us an inspiration to improve the quality of our business.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

TABLE OF CONTENTS

- 1 INTRODUCTION
- 2 PURPOSE
- 3 BACKGROUND OF PARTNERSHIPS
- 4 LOCATION OF BUSINESS
- 5 MARKETING PLAN
- 6 OPERATIONAL PLAN
- 7 ADMINISTRATION PLAN
- 8 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM250,000 where the total contribution of each member is RM 50,000 and the rest RM 50,000 is from Bank Islam's loan.

BOTGO is one of the most popular bahulu at our company. FAS Sdn Bhd is located near Seri Iskandar with address; Lot 3152, Jalan Teknologi 2, Seri Iskandar, Bota, Perak.

FAS Sdn Bhd is a company which focuses on food production in Malaysia. *Bahulu* is one of Malay traditional cake that has differences in size and shape that makes this cake look interesting and suitable to serve for any occasion. The light and dry texture gives an opportunity to this cake to be one of marketable products as people love simple things especially food. Moreover, the simple steps and ingredients give a lot of benefit to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this *bahulu* making. Nowadays, people love to experiment with their food. Therefore, we choose to create this product which people can bake their own *bahulu* with instant batter which will help them bake faster. So, with our product, it will bring advantages to people who want to start baking, career women who do not have a lot of time to prepare food and other people too.

We will expect that our business will become more developed in the near future because with the new innovation in our *bahulu*, the demand will increase not only during any occasion but it might be a new daily snack. *Bahulu* production has the potential of being a profitable business if it is done in a modern way with large scale and systematically managed. This will give more advantages for us to make our product more profitable and stable in the long run.