



MARA UNIVERSITY OF TECHNOLOGY

(ENT300)

FUNDAMENTAL OF ENTREPRENEURSHIP

NAZIRASHAH. ENTERPRISE

'BAHULU OPAH'

PREPARED BY:

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Finally, we owe our loving thanks to our parents. This is because, without support from them and also their encouragement to us. They also understanding parents and without them it would have been impossible for us to finish this project.

BOARD MEMBERS OF NAZIRASHAH ENTERPRISE

| <u>Name</u> | <u>Position</u> |
|------------------------------|-------------------|
| Noor Syazana Bt Abd Rahman | General Manager |
| Nor Athira Bt Norddin | Marketing Manager |
| Siti Aishah Bt Mohd Fadzil | Operation Manager |
| Wan Nazihah Bt Wan Mohd Zain | Financial Manager |

EXECUTIVE SUMMARY

Nazirashah Enterprise, start the business at 1 January 2012 by produced the 'Bahulu Opah' products to all people especially for student at the university level. We intend to sells our products at area around Bandar Perda and also in the UiTM Penang Campus. Our product are suitable to every walk of life either they are young or old. The targeted area of business is in and around Bandar Perda has its population almost 260,000 people. Most of our potential customer lives near to our premise. Large percentages of the potential buyers come from students UiTM Permatang Pauh and Polytechnic Seberang Perai. They are also having some similar behavior towards our product.

Our business location is at the one of the shop lot in Bandar Perda town area. The basis facilities are available such as public transportation, where customers can just reach there by taking the public bus and five minutes' walk from the bus stop. If they come by their own transport, they can easily see our centre from the main road and it is easier to park the vehicle there.

Our company's marketing strategy consists of four key variables, also known as the 4P's of marketing such as product, price, place (distribution) and promotion. We offer the best product to our customers and give them something new – the new taste of 'Bahulu'.

Our business operation hours start from 10.00 am till 9.00 pm for weekdays and closed on weekend. The initial capital strength of our business is contributed by each partner amounting to RM 40,000 in total. The other purposed of preparing this business plan are to evaluate the project viability and growth potential.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE COMPANY

In business world, the emergent of many company will produced the variety of the products in market. Through our short survey 'Bahulu' is one of the potential products in market. 'Bahulu is very popular among Malaysia peoples either they stay at village or at the town. This is because nowadays, our generations will not forget about the specialties of the 'bahulu' and it can maintain for a long time. If the product do not introduced to the next generation, they will not know what is 'bahulu' is all about in future.

'Bahulu is very synonym with the Malay culture. This is because they make the 'bahulu' for their own consumption and give present to their neighbor or some of them sell it. The uniqueness of the "bahulu" is the tastes that make people want to buy it. As we know, nowadays many kinds of food are produced, but the product of 'bahulu' still not forgotten because many of them like to eat 'bahulu.

To make this product, we need the true technique. This is because, if we produced the product without the true technique, the product will not be as good as we want. We have to learn the technique from our great grandmother. The present market of "bahulu" is very stiff; this is because there are many people are venturing into this business. As the entrepreneur we must do our best to survive in this business and never and ever give up.

We are the new in this business world and still need more knowledge to learn about the strategy on how to conduct this business well. So we prepare this business plan as our reference in running day to day business operation.