



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ACCOUNTANCY
DIPLOMA IN ACCOUNTANCY (AC110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN**

4BITES

ORO SNACKS

4 BITES ARE NEVER ENOUGH

PREPARED FOR: DR UMOL SYAMSYUL RAKIMAN

PREPARED BY: AC110 5D

SESSION 2 2019/2020

NAME	STUDENT NO.
Muhammad Nur Aiman Bin Khairudzaman	2017302063
Nur Sabrina Binti Fazli	2017333481
Nur Hidayu Binti Zahari	2017168023
Nur Nisyyah Binti Jafri	2017167327

SUBMISSION DATE: 15/8/2020

Diploma in Accountancy (AC110),
Faculty of Accountancy,
Universiti Teknologi MARA Cawangan Perak,
Kampus Tapah,
35400 Tapah Road,
Perak

Date

DR Umol Syamsyul Rakiman
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Perak
Kampus Seri Iskandar
32610 Seri Iskandar
Perak

Dear Sir,

Submission of the Business Plan (ENT300)

Attached is the business plan titled “**4BITES – Oro Snacks**” to fulfill the requirement of the university.

2. This report consist of important component and aspect that have been considered in the beginning of the business. It includes our business profile, marketing, operation, structure administrator, financial aspect and all relevant information regarding the business plan. Below is the list of the group members who involved in completing this business plan.

MUHAMMAD NUR AIMAN BIN KHAIRUDZAMAN	2017302063
NUR SABRINA BINTI FADZLI	2017333481
NUR HIDAYU BINTI ZAHARI	2017168023
NUR NISYYAH BINTI JAFRI	2017167327

Thank you.

Yours sincerely

.....
NUR HIDAYU BINTI ZAHARI
General Manager

ACKNOWLEDGEMENT

Assalamualaikum, Alhamdulillah we are really grateful because we manage to complete Business plan as one of the requirements that need to be accomplish in the course work assessment for the code ENT 300. We could not have done it without the help of many peoples.

Firstly, we would to sincere gratitude to our Lecture DR Umol Syamsyul Rakiman for his patient, guidance and advices that has been a great help in completing this assessment. He had been guide us with useful information and also constructive recommendation. Every time when we got some problem, he willingly to help us and continue to give us support. His willingness to give his time so generously has been very much appreciated.

Secondly, we would like to thanks our parents for giving their thought on our projects. They also gave us moral support and some advices, so that we can complete our assignment. In our opinion, this assessment is not an easy task. So, we are really grateful for their help.

Lastly, we would like to thanks our team member because without their cooperation and contribution this assignment could not been done. Thank you very much.

CONTENTS	PAGES
Letter of submission	2-3
Acknowledgement	4-5
Table of content	6-7
Executive summary	8-10
1.0 Introduction	11-13
2.0 Purpose	14-16
3.0 Business Background	17-19
4.0 Partnership Background	20-24
5.0 Location of Business	25-27
6.0 Marketing Plan	28-44
7.0 Operational Plan	45-62
8.0 Administrative Plan	63-79
9.0 Financial Plan	80-101
Conclusion	102-103
Appendices	104-106
Partnership Agreement	107-110

EXECUTIVE SUMMARY

The purpose of why we prepared the business plan is to make sure that our business will run smoothly and will help us in the future when we want to make any decision making. The business is based on partnership of 4 members which hold an important role such as general manager, administrative manager, marketing manager, operational manager and financial manager.

We started the report with some introduction such as our company name which is 4Bites Enterprise, offer Malaysian traditional tasty snack called oro snacks. The meaning of oro is gold in Spanish. It is a symbolic of golden baked 'kuih siput' made by premium ingredient with various flavors and the purpose of preparing the business plan. We also include business profile and top management profile in the business plan.

Next, included the detail of marketing department. Marketing is important because it gives outlines the strategy our company will use to market the products to our customers. Our target market will be mostly adult and we target on male adult because base on our survey, they react positively on our product. Our oro snack is different from any other snacks that existed, it is because we are going to make a snack base on Malaysia traditional snack that had been forgotten by the peoples. We want to make sure that our traditional snacks will give a big impact on our customers. Next, they also will be included how the product packaging will look like.

The next part is on operational plan, operational objectives are short terms goals whose achievement brings an organization closer to its long term goals included in operational plan is activity chart and operational layout. We also receive halal certificates and we provide our employee with typhoid vaccine. It is to make sure that the product that we create is safe to eat and clean. Our company legally operates on 1 January 2020. Our offices are located at Bandar Mahkota, Cheras. This place has been selected because it is a developed community, meaning that most of its residents can be said to be rather moderate and they can afford our product.