



UNIVERSITI TEKNOLOGI MARA SERI ISKANDAR CAWANGAN PERAK
FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

FACULTY OF ARCHITECTURE PLANNING AND SURVEYING

DEPARTMENT OF BUILDING



KEPOK TARIK's

ASSIGNMENT TITLE	:	BUSINESS PLAN
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SUBMISSION DATE	:	10TH JULY 2020

TABLE OF CONTENT

EXECUTIVE SUMMARY	1
1.0 BUSINESS DESCRIPTION.....	2
1.1 Company Background.....	2
1.2 Organization Logo/Motto.....	2
2.0 OWNER DESCRIPTION.....	3
3.0 PRODUCT/SERVICES DESCRIPTION.....	3
4.0 ORGANIZATIONAL / ADMINISTRATIVE PLAN	4
4.1 Organization Chart	4
4.2 Manpower Planning	4
4.3 Schedule Task and Responsibilities	4
4.4 Schedule of Remuneration	5
4.5 List of Office Furniture & Equipment.....	5
4.6 Organizational / Administrative Budget	6
5.0 MARKETING PLAN	6
5.1 Customer (Target Market).....	6
5.2 Sales Forecast.....	7
5.3 Marketing Strategies	7
5.4 Marketing Budget.....	9
6.0 OPERATION PLAN	9
6.1 Material Requirements	9
6.2 Machine & Equipment	9
6.3 Operation Budget	10
7.0 FINANCIAL PLAN.....	10
7.1 Project Implementation Plan	10
7.2 Cash Flow Statement.....	11
CONCLUSION.....	13
APPENDICES	14

EXECUTIVE SUMMARY

Kepok Tarik's business is offers keropok lekor in corn dog version with the concept of half-local and western snack food. Kepok Tarik's produce the product which are Kepok Tarik Original and Kepok Tarik Crunchy. Kepok Tarik Original served with the originality taste of keropok lekor combined with the cheesy of mozzarella with the sauce. Kepok Tarik Crunchy is addition recipe which is topping with the crunch of cornflake cereal in order to variety the taste.

Kepok Tarik's is owned by Amriena Roshyada Zamlan. Amriena has extensive experience in serving and producing food for 1 year being a part-timer at one of successful restaurant in Terengganu. Kepok Tarik's produce trendy snack for those that loves keropok lekor in having their chilling time. For those that did not like keropok lekor, this company guarantee that once people taste this Kepok Tarik's, they will love it. So, Kepok Tarik's targetting family, teenager and tourists. The market reasearch has resulting eight out of 10 people in Terengganu would love this product since this product offers tasty and affordable snack.

While there are currently three business offering corndog snack in Kuala Nerus, with same taste of corndog, Kepok Tarik's produce an innovation product that shows diferrentation from the competitors' product. This is the advantage for Kepok Tarik's to gain the customer target. This product also have a different taste compared with competitors' product.

Based on the size of market and defined market area, sales projections for first year are RM87,840. The profit that gain already increasely secured in the future for the next two years if the size of target market maintained and increase. On start up, Kepok Tarik's will have two trained staff to provide food service and expect to hire three more staff once financing is secured. Kepok Tarik's plan to aggresively build the customer base through website, social media and direct mail advertising.


1.0 BUSINESS DESCRIPTION

- a) **Name of company** : Kepok Tarik's
- b) **Factors in selecting the proposed business** :
- Less competitive product business
 - Has a strong culinary background

1.1 Company Background

Name of Organization	:	Kepok Tarik's
Business Address	:	Lot PT 35456 Dataran Austin, Jalan Dataran, Jalan Austin 1, Kampung Wakaf Tembesu, 21200 Kuala Nerus, Terengganu
Website/e-mail address	:	kepoktarik@gmail.com
Telephone Number	:	09-12345678
Form of Business	:	Sole Proprietorship
Main Activities	:	Food Production & Selling
Date of Commencement	:	1 st January 2021
Date of Registration	:	1 st December 2020
Name of Bank	:	Bank Islam
Bank Account Number	:	13060202067123

1.2 Organization Logo/Motto

Logo/Motto	
	<ul style="list-style-type: none">- The yellow background's logo shows the mozzarella colors.- The word of "Kepok Tarik's" shows that the company sell the product that Company produced.- The word of "Since 2021" means that this company started to operate on 2021.- The picture background is shows the illustrations of the product.

Vision
Becoming a company that produces food that can compete in local and international markets.

Mission
Always offering the good quality and affordable product to ensure customer satisfaction.

2.0 OWNER DESCRIPTION



Name of Owner	: Amriena Roshyada binti Zamlan
Identity Card Numbers	: 000508110320
Permanent Address	: Lot PT24082K Taman Desa Baruh, Jalan Gong Badak, 21300, Kuala Nerus, Terengganu.
Correspondence Address	: Lot PT24082K Taman Desa Baruh, Jalan Gong Badak, 21300, Kuala Nerus, Terengganu.
E- Mail	: amriena5800@gmail.com
Telephone Number/Fax Number	: +601110508140
Date of Birth	: 5 th August 2000
Marital Status	: Single
Academic Qualification	: SPM, Diploma in Building
Course Attended	: Culinary Arts
Skills	: Multitasking & Work Ethic
Experiences	: 3 years of small business
Present Occupation	: Owner of Kepok Tarik's
Previous Business Experience	: Part-timer in restaurant

3.0 PRODUCT/SERVICES DESCRIPTION

Illustrations	Product/Service	Description
	Kepok Tarik Original	Kepok Tarik Original present the original taste of keropok lekor combined with mozzarella cheese, topping by the keropok lekor sauce.
	Kepok Tarik Crunchy	Same taste with the Kepok Tarik Original but with the cornflakes covered as the topping to variety taste of this product.