



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

ASSIGNMENT 3: BUSINESS PLAN

FACULTY & PROGRAMME:

FSPU AP119

PREPARED BY:

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EXECUTIVE SUMMARY

Matrock's burger is the named of this business. Like you can see the name, This business are about selling burgers. This business are planning to open at the Semenyih near to University of Nottingham. The main customers that are gonna be targets are the students and the household near of the area.

This business are using of foodtruck. The places to make a burger are not to big but it is enough to make an amazing burgers for the customers. The team to build this business are only three people that have their own responsibility. To make a burger and the places to dine-in should have got enough equipment to cooking and the furniture.

The products have their speciality and unique than another burgers stall does not have. To make a burger that have many ingredient that should have such as sauce, the meat, burger bread and etc.

At last, Financial plan are the most important to organized and planning the business to being positive and gain a profit for the business. A cash flow statment is identified the cash annually. To know if the business at what month there got profit ordeficit. If there are deficit, a proper plan shoula taken to get the business positive again.

1.0 BUSINESS DESCRIPTION

The study is about constructing a sole proprietorship business plan. It has been discussed the business planned will be on selling a variety of burger. It is also planned the business will provide a variety of burger such as chicken burger, beef burger, lamb burger, fish burger and etc. The business is planned to be name 'Matrock's burger'. Why our business name are 'Matrock's burger'? it is because our products have many variety burger such as beef, chicken, fish and etc. Our special burger are homemade burger and the speciality of our homemade burgers are we have 3 stage spicy level. The stages are mild, spicy and lastly super spicy. The customer who are pass for the super spicy stages we called them 'Matrock'. and the sole ownership will be on Muhammad Iqbal bin Kamarulzaman. It is planned the business will be open from 5p.m. to 2a.m. everyday and the main located at Semenyih near Nottingham university and housing area.

The main reason on why this type pf business is chosen is due to the lack of services available around the area in order to withstand the amount of demand of students around the campus and the household. It is hoped that the business chosen helps to support the demand of service around the area in hope in return of a profit. As a long-termed plan, it is hoped that the business is also able to allow to hit the targeted customer which are students, household and etc.

2.0 OWNER DESCRIPTION



Name of Owner/Partners	Muhammad Iqbal bin Kamarulzaman
Identity Card Numbers	001231-10-1541
Permanent Address	No.13, JLN TPS 3/1, Taman Pelangi Semenyih, 43500, Semenyih, Selangor Darul Ehsan
Correspondence Address	No.13, JLN TPS 3/1, Taman Pelangi Semenyih, 43500, Semenyih, Selangor Darul Ehsan
E- Mail	Muhammad.iqbal71919@gmail.com
Telephone Number/Fax Number	013-2403985 (Iqbal)
Date of Birth	31/12/2000
Marital Status	Single
Academic Qualification	SPM
Course Attended	Diploma in Building Surveying
Skills	Exellence in social and business skills.
Experiences	2 years part time work at restaurant.
Present Occupation	Full Time Student
Previous Business Experience	Has been participated on entrepreneurs day in school.