



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
JUICYLICIOUS COMPANY

PREPARED BY

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2.1 Business Plan Purposes

This business plan was prepared by for the purpose of :

1. As a guideline in managing the business or the purposed venture.
2. To determine whether this business able to get better feedback in the market, especially in our country Malaysia.
3. To grab the business opportunities in the local market as well as to promote the new style of fun services that also first time to be exist in our country.
4. To exposed and encourage the number of fans who are love the anime world.
5. To attracts the new otaku or the people who want to know a lot about anime in our company club.
6. To commercialize the business services in our company to the people with different type of age and gender.
7. To fulfill the requirements of the ENT300 subject.

2.0 Introduction

Assalamualaikum, first of all, we praise for giving us opportunity to do this project. We also would like to give our gratitude for our partnership, after the long term brainstorming without any negative criticize, a good commitment between us, and always generating others ideas finally we have came out with a of business services type of project, which is a Juicylicious Bar business.

We take our business based on impression about high quality bar where people will stay for relaxing. We use the juicy symbol as our representatives of our company. Our company is “Juicylicious Bar Enteprise”. Our business is based on partnership which includes 6 persons of our members who have certain qualification and experience work in business management at the several company in our country.

As related, our company name Juicylicious Bar is derived from the word of combination of Juice and Delicious. It's mean that juice is delicious and its good for the bar. For nowadays the word of Bar is officially use to call a place where people will hang out together. For example, the persons who interpret the culture, manga collector, games etc. We have chosen to open the business as a fact that nowadays there are many Bar that Hon Halal in various country. So we have came out with this business where our Bar is Halal and allowed to enter for everyone. Bar also been known by various people in the country or the other country. This is also our main purposes of existing the Juicylicious Bar which is also a kind of good services that are prepared to our people that are fans and interest for relaxing. Our company provided a lot of variety foods and drink and variety activity, such as, Dart, Pool and game for our customer and much more. We chosen the good and quality services based on what people like or deserve.

Furthermore, our company destinations are located around Lot No A9, Block A (First Floor & Second Floor), Lorong Cyber Square 1, Jalan Lintas, Kepayan 88200 Kota Kinabalu, Sabah.

3.1 INTRODUCTION

Administration plan is a plan normally relating and completing the operation or order, which provides information and instruction covering the logistic and administrative support of the operation.

For our administrative plan, we have chosen Juicylicious as the name of our business which provides services of food for the customers. Our business is part of the Partnership Business as it consists of six members and manages the business equally liable for its debts. Each members of the business shares an equal responsibility for the company's profit and losses.

To achieve company goals, the effective way is to develop a proper planning in the business. This is the administrative manager responsibilities. By doing this, it can surely avoid the wastage of using resources. Moreover, by using the resources wisely, this can save company capital and at the same time the business can run effectively and efficiently.

There are many important elements that comprises in an administration plan, the organization chart administrative budget, expenses and so forth. In fact, a good administration will be able to ensure that the business management is in good condition by conducting a proper organizing and conducting all the organization activities in order so that it can achieve the company goals in term of vision, mission and also the objective in the organization. Thus it is very important to consult disciplinary and gain full cooperation among the staff.