



NT YUMZZ SDN BHD

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

PREPARED BY:

FACULTY & PROGRAMME : **ACADEMY OF CONTEMPORARY ISLAMIC STUDIES**
SEMESTER : **SEPT 2019 - JAN 2020**
GROUP MEMBERS : **NURBALQIS SYAHIRA BINTI JAMIL**

GROUP : **IC1204C1**

PREPARED FOR:
MADAM ASIAH BINTI ALI

SUBMISSION DATE : 20th JULY 2020

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to Almighty Allah SWT for enabling to complete this report on "Business Plan Report" for code ENT 300. Even we faced a lot of difficulties along to complete this task, our group still manages to complete it and so glad about it. Next, thanks to our beloved lecturer, Madam Asiah Binti Ali for being such a great guider for me and my friends to make sure we can finish this report. She had given us an appropriate example and knowledge in order to make sure we can understand more about from doing this assignment.

Certainly would not have been able to do this work without the help of Madam Asiah. She also makes sure that we can understand everything she told and give some explanation before we begin to work on these group assignments. We also want to thanks every group member that always gives the commitment to make sure this report can be submitted in great condition, without the cooperation of the members of the group this work would not have been possible. Not to forget our classmates who also helped to provide useful information that enabled us to come up with ideas for furthering this report.

Last but not least, a great thanks to our families who tried their best to give their support as well as love for us either by giving us a lot of encouragement for keeping up with this assignment especially at the moment of Movement Control Order (MCO) as a preventive measured by the federal government of Malaysia in response to the COVID-19 pandemic in the country.

TABLE OF CONTENT

	PAGE
COVER PAGE	i
COVER LETTER	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	vi
EXECUTIVE SUMMARY	ix
1. INTRODUCTION	1
1.1 Introduction to the business	2
1.2 Purpose of the business plan	4
1.3 Business background	6
1.4 Partners' background	10
1.5 Business location	
2. ADMINISTRATIVE / ORGANIZATIONAL PLAN	11
2.1 Introduction to the organization	12
2.2 Organizational structure	13
2.3 Administrative manpower planning	14
2.4 Schedule of tasks and responsibilities	15
2.5 Schedule of remuneration	16
2.6 Compensations and benefits	17
2.7 List of office furniture and fittings	18
2.8 List of office equipment	19
2.9 Administrative budget	20
3. MARKETING PLAN	21
3.1 Introduction to marketing	22
3.2 Product or service description	23
3.3 Target market	24
3.4 Market size	25
3.5 Competitors	26
3.6 Market share	27
3.7 Sales forecast	29
3.8 Marketing strategy	30
3.9 Marketing manpower planning	33
3.10 Schedule of tasks and responsibilities	34

3.11	Schedule of remuneration	35
3.12	List of office furniture and fittings	36
3.13	List of office equipment	36
3.14	Marketing budget	37
4.	OPERATIONAL PLAN	38
4.1	Introduction of operational plan	38
4.2	Operational process	38
4.3	Operations layout	39
4.4	Production planning	40
4.5	Operational manpower planning	41
4.6	Schedule of tasks and responsibilities	42
4.7	Schedule of remuneration	42
4.8	Material planning	43
4.9	List of machine and equipment planning	44
4.10	Business and operational hour	46
4.11	License, permits and regulation	46
4.12	Operational overheads	48
4.13	Operational budget	49
4.14	Implementation schedule	50
5.	FINANCIAL PLAN	51
5.1	Project implementation cost	52
5.2	Sources of finance	53
5.3	Loan amortization repayment schedule	55
5.4	Hire purchase repayment schedule	56
5.5	Non-current assets depreciation schedule	57
5.6	Pro-forma cash flow statement	59
5.7	Pro-forma Profit and Loss Account	62
5.8	Pro-forma balance sheet	64
5.9	Financial analysis	66
	1.9.1 Financial Ratio Analysis	
	1.9.2 Graphs	
6.	CONCLUSION	70
7.	REFERENCES	71
8.	APPENDICES	73

EXECUTIVE SUMMARY

NT Yumzz Sdn. Bhd offers a protein food that we products and services for customers, providing the variety packaging and gives high satisfaction of consumer.

Our clients is customers identifying as all level class that consume product with affordable price of product. We also targeting busiest workers especially mothers or bachelors mothers or bachelors who are busy with work and need to cook to get energy and prepare a meal quickly and healthily. NT Yumzz offers with a good nutrition of health, low sugar, low calories and receive halal certificates.

Across Seremban and Senawang particularly the NT Yumzz Sdn.Bhd business has seen an explosion of growth over the year. Senawang is an area that many people get married or people who work in KL and live here commuting due to the fact that house prices here are affordable compared to there, cause demand of food are rise. We also provide delivery for our wholesalers and retailers if they ordered with us.

NT Yumzz Sdn. Bhd marketing strategy is to emphasize the quality and price of our products and services. We also provide affordable price to others without any worried. Thus , we develop marketing strategy that gives attraction to come our company especially wholesalers and retailers.