



FACULTY OF ARCHITECTURE, PLANNING, AND SURVEYING

DEVELOPMENT OF ESTATE MANAGEMENT

UNIVERSITI TEKNOLOGI MARA PERAK

PRINCIPLES OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN REPORT

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ASSIGNMENT : BUSINESS PLAN REPORT

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EXECUTIVE SUMMARY

Shyara's De Apam Balique is a business that provides various flavour of apam balik. In these days, people tend to demand products that have variety of flavour and products that are rare to be in the market. Our shop provide variety flavour of 'apam balik' such as nutella with oreo, nutella with nestum, nutella with strawberry filling, nutella with banana, cheese with blueberry, cheese with corn, cheese with peanut and cheese with nutella.

Our main target market are teenagers, adults and families. To make it clear 50% of our target market are for teenagers, 30% for adult and 20% goes to families. Firstly, 50% of teenagers will come to our shop because they like to eat something that is sweet and tends to try something new in their life. Secondly, 30% of target market are goes to the adults. Lastly, 20% of the families will come to our shop in the weekend to spend time and enjoy the delicious of our 'apam balik' with their family members.

Next, our shop offered product to our customer by giving the best deal compared to other competitor. This is because our shop offered variety of promotion such as selfie contest with 'apam balik', vouchers and others to attract them to buy product in our shop. By this way, they can purchase our product at lower price or even get it free by joining our selfie contest with 'apam balik' or get the discount of 'apam balik' from us. Other competitors does not brave enough to take a risk like what our shop do. So this is a chance for us to gain a lot of customers by doing some promotion in our shop.

Our shop also targeting to gain more profit every year. We target to achieve about more than RM 900 000 for the second year.

More, Shyara's De Apam Balique marketing strategies are introducing the 'apam balik' in the website or application with a great marketing by providing interesting information and facts about 'apam balik' and our shop. More, we will provide business card of our shop for any reservations of events or functions. Other than that, we will also provide store number for our customer. This will make our customer feel free to contact us to make any reservation in our shop.

1.0 **BUSINESS DESCRIPTIONS**

a) Name of the company

Our company's name is Shyara's De Apam Balique. My company's name was inspired from my own name where it has been short formed and added with little unique on 'Apam Balik' term as to be 'Apam Balique'. With the combination of my name and the uniqueness of the word, I do hope I can attract a lot of people to come to my shop and taste my uniqueness delicious food.

b) Factors in selecting the proposed business

- Promote the local dishes

Apam Balik is one of the famous local dishes in Malaysia. So, this is one of the ways to introduce a local dishes to the foreigner and contribute to the nation economy.

- The less competitor

At the place of our business location, this kind of business still has not been explored yet by other entrepreneur. Thus, there is less competitor in the business.

- The Uniqueness of apam balik

We serve apam balik in various types of flavour. The flavours that we serve are nutella with oreo, nutella with nestum, nutella with strawberry filling, nutella with banana, cheese with blueberry, cheese with corn, cheese with peanut and cheese with nutella. All products that we served are affordable.

- High demand from the customers

Apam balik is one of the famous dishes that people buy in the night market. This is because they only can get the 'apam balik' from there. So, by operating this business, the customer do not need to wait until the night market opened.

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Natashya Amyra Maula Azmi
Identity Card Numbers	000815-10-0986
Permanent Address	Block C 01-06, Jalan Emas 33, Bandar Sungai Emas, 42700 Banting, Selangor.
Correspondence Address	NO.10, Jalan Cemerlang 1, Pusat Perdagangan Banting, 42700 Banting, Selangor.
E- Mail	natashyaamyra8@gmail.com
Telephone Number/Fax Number	011-36592124
Date of Birth	15 August 2000
Marital Status	Single
Academic Qualification	Diploma In Estate Management
Course Attended	Estate Management
Skills	<ol style="list-style-type: none">1. Fluent in Malay, English and Arabic2. Leadership skills
Experiences	Working at Giant Supermarket and Econsave
Present Occupation	General Manager
Previous Business Experience	2 years of working as cashier in Giant Supermarket