



FACULTY OF HOTEL AND TOURISM MANAGEMENT

ENTERPERNEURSHIP (ENT 300)

‘FRUIET’S BALL AND JUICES’

PREPARED FOR:

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TABLE OF CONTENT.

TABLE OF CONTENT

NO	ITEMS	PAGES
1	Letter of Transmittal	4-5
2	Acknowledgement	6
3	Executive Summary	7
4	Letter of Agreement	8-9
5	Introduction <ul style="list-style-type: none"> ➤ Purpose of Business Plan ➤ Company Background ➤ Location of the Business ➤ Partnership Background ➤ Partner Contribution ➤ Loan Applicant 	10-18
6	Marketing Plan <ul style="list-style-type: none"> ➤ Introduction ➤ Marketing Objectives ➤ Profile of product ➤ Target Market ➤ Market Size ➤ Market Share ➤ Sale Forecast ➤ Market Forecast ➤ Marketing Strategies ➤ Promotion ➤ Marketing Budget 	19-37
7	Operation Plan <ul style="list-style-type: none"> ➤ Introduction ➤ Operational Hour ➤ Activity Flowchart ➤ Capacity Planning ➤ Material Planning ➤ Machine and Equipment Planning ➤ Supplier Lists ➤ Plan Layout ➤ Operation Overhead ➤ License ➤ Operational Budget 	38-57
8	Administrative Plan <ul style="list-style-type: none"> ➤ Introduction ➤ Administration Objectives ➤ Administration Strategies ➤ Organizational Chart ➤ Lists of Personnel ➤ Schedule of Task and Responsibilities 	58-67

LETTER OF TRANSMITTAL

ENT 300 Students,
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MR JOHARI BIN ABDULLAH

ENT300 Lecturer,
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SARAWAK.

Sir,

SUBMISSION OF BUSINESS PLAN

As a representative of our company FRUIT'S BALL AND JUICES, we would like to submit our business plan for our evaluation and further action. We would like to thank for you exceedingly helpful insight and suggestions. Our wholehearted thanks go to you, who makes our job easy, who guides and assists us in many ways. Your helps is a useful guide for us to complete this business plan. We are anchored in toward goals and objective of the preparation of this business plan until we finally competing it according to time given and as scheduled.

2. We learnt lots of things while doing this business plan because it exposes us to the fundamental of starting the business. We see the clear pictures of how to do so and we gain lot of beneficial experience. We see the clear pictures of how to do so and we gain lot of beneficial experience. ENT 300 (Fundamentals of Entrepreneurship) widens our knowledge and gives us more ideas on establishing a business. This knowledge will benefits us especially after graduating from UiTM in which this subject helps us towards self-

EXECUTIVE SUMMARY

Our company name is FRUIT'S BALL AND JUICES. The business of our company has been decided on the form of partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our business activity is to offers services by gives the customers an entertainment services which is drink, eat .

All partners are encouraged and entitled to participate in all business management. We have agreed that Nurhayati Binti Salim is the General Manager and Administrative Plan, Anne Nubur as the Marketing Manager and Financial Manager, Cynthia Rinda Ak Nelang as Operation Manager. The selection of each position based on consensus among all the partners and selected based on the criteria of experience, skill and ability.

The management team will be led by the general manager and the other manager will help in other process. The task and responsibilities of a general manager is responsible involve in the process of controlling, leading, organizing as well as plan the entire business. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies.

Meanwhile, the operation manager is responsible to the operation of the business as whole. The operation manager will responsible to make sure the operation of the business runs smoothly. The administration manager will responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff. Lastly, the financial manager will be accountable to handle the financial matter such as preparing the budget, financial statement for expenses controlling the flow of the money of the organization and also preparing account statement at the end of the accounting period for auditing purposes.

INTRODUCTION

Name of our shop business is Fruit's Ball & Juices. We open up this shop because we know and believe Fruit's Ball & Juices will fulfill what customers want. We also believe with our quality services for customers will make customers feeling better. Meanwhile, Fruit's ball & Juices are represents about the good ingredients and from various types of fruits.

Fruit's Ball & Juices are partnership form business. This shop owned by three of entrepreneur. Our shop will provide fruit's ball which is from various types of fruit jam which is everyone will be like it. Besides that, our shop will provide juices from various types of fruit for customers.



Therefore, our shop will give free juices or free 10 fruit balls to customer if customer come to our shop within 10 times with a book card, which is we will give to customer and they can get the cop every of their purchase in our shop.



We are each of business partner have been agree to open up our business on 1st January 2017 when every the agreement is been agree from us.

Furthermore, we open up this business because we know everyone will like it what our serve and fruit ball not yet be do from other entrepreneur. After that, our customers can sit and relax in our shop in air conditioner and have serve Wi-Fi when their enjoying their fruits ball and juices.