



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN

PRECIOUS HOUSE OF PANGAKES CAFE

PREPARED BY

NOMMY PAULUS	2011467354
NURUL AQILAH ABDUL RAHMAN	2011872498
LEDUINAH LAIRIS	2011910962
SITI NOORAFILAH JAIMAN	2011868892
HASLINA SAIDIN	2011833584

MARCH 2014



TABLE OF CONTENT

1. INTRODUCTION

1.1.	Preface	1
1.2.	Cover letter	2
1.3.	Executive Summary	4
1.4.	Objectives of Organization	5
1.5.	Purpose of Business Plan	8
1.6.	Partnership Agreement	10
1.7.	Location on Project	13
1.8.	Partners Backgroud	16
1.9.	Company Logo and Logo Description	21

2. ADMINISTRATIVE PLAN

2.1.	Introduction	22
2.2.	Organization Chart	23
2.3.	List of Personnel and Task Responsibilities	24
2.4.	Job Description	26
2.5.	Schedule Remuneration and List Furnitures	29
2.6.	List of Equipments and Stationaries	30
2.7.	Office Layout	31
2.8.	Employee Intensive Scheme	32
2.9.	Administrative Budget	33

3. MARKETING PLAN

3.1.	Introduction	34
3.2.	Marketing Process	35
3.3.	Marketing Structure	36
3.4.	Target Market	37
3.5.	Market Trend	39
3.6.	Market Share	40
3.7.	Competitors In Market	43
3.8.	Sales Forecast	44
3.9.	Market Strategy	60
3.10.	Future Planning	72
3.11.	Marketing Budget	73

4. OPERATION PLAN

4.1.	Introduction	74
------	--------------	----



4.2.	Operation Strategy	75
4.3.	Operation Process	76
4.4.	Process Flow Chart	78
4.5.	Description Symbol of Flow Chart	79
4.6.	Capacity Planning	80
4.7.	Material Requirement	81
4.8.	Electric and Equipment	83
4.9.	Basic Equipment	84
4.10.	Business Location	86
4.11.	Restaurant Layout	87
4.12.	Restaurant Description	88
4.13.	Business Operation	89
4.14.	Type of Business	90
4.15.	List of Operation and Personal	91
4.16.	Operation Management Structure	92
4.17.	Operation Remuneration and Operation Budget	93
5.	FINANCIAL PLAN	
5.1.	Introduction	94
5.2.	Purpose Financial Planning	95
5.3.	Financial Planning Strategy	96
5.4.	Administrative Expenditure	97
5.5.	Marketing Expenditure	98
5.6.	Operation Expenditure	99
5.7.	Sales and Purchase Projection	100
5.8.	Economic Life of Fixed Asset and Depreciation Method	101
5.9.	Source of Finance	102
5.10.	Project Implementation and Sources of Finance	103
5.11.	Administrative Budget	104
5.12.	Marketing Budget	105
5.13.	Operation Budget	106
5.14.	Fixed Asset Description Table	107
5.15.	Hire Purchase Repayment Schedule	109
5.16.	Pro Forma Cash Flow	110
5.17.	Pro Forma Profit and Loss	111
5.18.	Pro Forma Balance Sheet	112



5.19.	Financial Performance	113
5.20.	Graph of Financial Performance	114
5.21.	Appendices	116



1.3. EXECUTIVE SUMMARY

PHOP Sdn. Bhd. is a new company that operated in Malaysia. It is the first company that being managed by bumiputera. The name of this company is come out form the imagination by the partnerships members. It shows that how we positioning our products in customers' mind until they can remembering our company's name, simple and easy to pronounce.

As for the business, we are providing a special, delicious pancake for the Malaysian. As we go through with the changes of environment, people nowadays don't put on simple food on their own daily meals. So, our surveying we conclude that we are going to provide the Malaysia with the simple and special pancakes, that are will in high product's quality.

We are starting the business with the total capital of RM250, 000 and all of the partners are contributing RM10,000. We have five workers that are general manager, administration manager, marketing manager, operational manager and financial manager.

Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages. Even children also can effort to buy our products.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization and financial plan. We are believe that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage with the highest.