



اُنِيُوَسِيْتِي تِيكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**THE FRYDAY COTTAGE  
FOOD TRUCK**

**PREPARED BY**

**FACULTY & PROGRAMME** : FACULTY OF BUSINESS MANAGEMENT  
(BM111 & BM119)

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To whom it may concern:

I am very pleased to enclose our business plan and this cover letter will consist of the introduction of our business plan, budget needed for operate our business sales forecast about our product and the information about our product that will need you to see. We look forward with the positive possibility for investing some amount of fund in our business so that we can operate the business and achieve our objectives and goals.

The FryDay Cottage is a significant entity in the food truck industry. We strive to meet and exceed the number one food truck company in the world wide mind, recognized by the people because of the healthy and quality of products that we offer. It shows that we concern with the safety of foods and security that enables us to meet the intent of the current regulation.

Our process is that controlling the high quality of raw materials with in producing our products. Documentation is in place for all items received and for all items produced. Our products are for immediate consumption after the ordering session. Our meals and dessert are provided to a diverse customer base on a highly variable schedule basis and our product are cheaper compare to another product offered in the MNCs and other restaurants.

After studying the business plan, I am hoping you too will interest in our business and find out that worth for your investment. We urge your consideration to take more serious on our business and with clear understanding you will accept our proposal form. We are looking forward to receiving a business proposal from you soon and if there any question that you may have, you can reach our administrative manager at the address given above.

Sincerely,

(MOHAMMED FAIZ BIN JULAIHI)

Administrative Manager of The FryDay  
Cottage.

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## EXCECUTIVE SUMMARY

Our company name is The FryDay Cottage and our business are selling foods and drinks product which consist many of flavor and taste. The nature of our business is partnership and consists of four major manager and four co-workers. Each members will *contributes amounted RM6327 per manager as agreed in agreement*. Our business are providing foods such as Coachella that consists many flavor such as cheese,black pepper,blueberry jam and BBQ. Others than that, we also provide mango tropical smoothie as our main dessert for this business. All of our mangers are participating in implementation of their duty and roles in order to achieve the company goals, objectives, mission and vision.

We had decided our general manager and administrative manager is Mohammed Faiz bin Julaihi based on our decision among all partners and selected based on his experiences, his expertise in manage some event and an organization and ability to lead among the partners effectively. The functions of General Manager is responsible for in planning, leading, organizing and controlling the business. Meanwhile,the functions of Administrative Manager is helping the General manager in supervised the subordinates and the other manager in order to ensure the task that has been given are completely effectively.

Our marketing manager is Mirza Nurin Nabila binti Mohd Razit which are responsible to create marketing plan of our business,identifying the customer's need and demand,identifying the potential competitors and customers, target market size and forecast sales for our business product and the future market.

The operational manager of our business will be focus on the operation part in our business which is lead by Nursabrina Mardiana binti Neil Iskanda. She will be responsible to the entire job that related to the on going process assessment and will be supervised the operation of the business activities.

## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

The main purpose of having this business is for helping the other person who really have wants to eat western-type of food with affordable price which lead to have more innovative and productivity of product in Malaysia that will gain profit from the sales made.

Our priority in this business are about the cost for the products that we produce are affordable for everyone. Our business will be started on January 2018 and it will be held at Mukah Town which is for specific in front of Medan Mall, Tapak Kaul, SMK Three Rivers and Politeknik Mukah. According to Sarawak's population statistic, the average of population that lived in Mukah Town is 30,606 respectively.

Our potential customers in this business is people who live in Mukah town are which is in the area of Medan Mall, Tapak Pesta Kaul and including the students from educational institution such as SMK Three Rivers and Politeknik Mukah. The nature of our business is partnership. Our organization chart (as shown below) consists of four major manager which are general manager, administration manager, marketing manager, operational manager and financial manager. The total amount of capital that we contribute for this business RM 25, 307. Our long-term vision in this business is to open up more branches in Malaysia.

<i>i. Name of the business</i>	<b>THE FRYDAY COTTAGE</b>
<i>ii. Nature of the business</i>	<b>PARTNERSHIP</b>
<i>iii. Industry profile</i>	<b>FOODS AND DRINKS</b>
<i>iv. Business location</i>	<b>MUKAH, SARAWAK, MALAYSIA</b>
<i>v. Date of commencement</i>	<b>JAN 2018</b>