



اوتورستيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN



NAME OF COMPANY	WAFFLE ON!
TYPE OF BUSINESS	:FOOD AND BEVERAGE
PREPARED BY	1. NUR LIYANA BT AB.LATIF (2015830758) 2. NURIN FARZANA BT MOHD SALAHUDIN (2015634118) 3. MISYA IZATUL AZWA BT MATSAM (2015447302)
FACULTY & PROGRAMME	: BUSINESS MANAGEMENT
SEMESTER	: 5
PREPARED FOR	: MADAM SITI FARAH BT LAJIM

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Lecturer of Fundamentals of Entrepreneurship (ENT300) ,
Faculty of Business Management ,
Universiti Teknologi Mara ,
Campus Mukah ,
Sarawak .

22 December 2017

Dear Madam,

SUBMISSION OF BUSINESS PLAN

Referring to the above matter, Waffle On! Would like to submit our business plan for your analysis and evaluation as it is obligated. Waffle On!'s business partners and site of addresses are mention below :

Details of business partners are as follows:

1. Nur Liyana Bt Ab Latif (2015830758)
2. Nurin Farzana Bt Mohd Salahuddin (2015634118)
3. Misya Izatul Azwa Bt Matsam (2015447302)

2. We have decided to open our shop at area Medan Mall, in the middle town of Mukah since it is a strategic location for our Waffle ON! Business. It is located near the housing area and this will give a good opportunity for our business.

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EXECUTIVE SUMMARY

Waffle On! is a shop that mainly sells various taste of waffles located near Medan Mall. The idea to open this kind of shop is to give opportunity to people of Mukah to try the unlimited taste of waffles. So, ours is a shop that specialized in making waffle. Waffle On! Signature dish would be the topping ice cream waffles. Waffle On! Aim to provide high quality of products by using fresh raw materials. In addition factors in selecting the proposed business:

- a) To serve people with the best waffle come out with fresh and healthy ingredients especially fruits.
- b) To provide affordable price and most importantly delicious waffle at the same time make our customers satisfied as they can have our waffles for breakfast, evening tea and until night.
- c) To give people more opinions/choices in terms of dessert of waffles as we provide variety taste of waffles because in Mukah the choice of flavour is very limited.

Waffle On! Consists of 3 managers, General/Administration Manager, Marketing/Operational Manager and Financial Manager respectively. Also we have 5 workers to help us to operate business effectively and efficiently.

INTRODUCTION TO THE BUSINESS

ITEMS	DESCRIPTION
I. Name of the business	Waffle On!
II. Nature of business	Partnership
III. Industry profile	Our business trend is in Food & Beverage Industry. In Mukah, our competitors include ZenQ, Emily and
IV. Business Location	Mukah, Sarawak
V. Date of commencement	12 January 2015

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Future prospects of the business:

- a) We want to be a specialized business in making the best waffle in town.
- b) We want to open a branch in Kuching, Sarawak as well as in every town throughout Malaysia.