



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SARAWAK KAMPUS MUKAH

FACULTY OF BUSINESS MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

FORKS & BALLS

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EXECUTIVE SUMMARY

We have decided to establish a company that we named as Forks & Balls Co. The type of our business is partnership. It consists of five members and each members hold their own position such as General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Manager. The business capital is RM 55,800. So, each member contribute RM 11,160 to start up this business. Our company is located at Mukah, Sarawak

So, our business is focusing on selling meatballs. Selling meatballs in Mukah town is a good opportunity for us as the competition is less and the demand is quite high. People tend to be attracted to new products that come in so we took this chance to bring meatballs to Mukah to satisfy the customers.

Our meatballs comes with three different sauces that customer can choose to be drizzled on their meatballs. We promise the customer that they will get the best meatballs in town at the most reasonable price.

LETTER OF SUBMISSION

Submission Letter

ENT300 Students,

Diploma in Banking,

Universiti Teknologi Mara Cawangan Sarawak Kampus Mukah,

KM 7.5 Jalan Oya, 96400 Mukah,

Sarawak.

Sir Hj. Ahmad Faisal Bin Hj Mahdi,

ENT300 Lecturer,

Universiti Teknologi Mara Cawangan Sarawak Kampus Mukah,

KM 7.5 Jalan Oya, 96400 Mukah,

Sarawak.

Sir,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

As a representative of our company, Forks & Balls Co. , I would like to submit our business plan for your valuation and further action. We are very grateful for all the support, guide and advice that have been given by you along the process of the completion of this business plan.

Our group's perception towards ENT 300 (Fundamental of Entrepreneurship) had given us the experience and clear view on the fundamental on how to start a business. This experience may help us after graduate from UiTM and toward self-employment which may reduce the unemployment rate among the graduated students.

We hope that business plan that we proposed does fulfil your requirement. Any mistake or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analysing it. With all of our efforts, we hope that you will

INTRODUCTION

1.1 Introduction to the business plan

Forks & Balls Co. is a company that sell meatballs. It was inspired by IKEA's Swedish meatballs. The purpose of this business is to provide customers with the best meatball in town.

To ensure we achieve our goals, we have done several researches regarding this business before we decide to initiate it. Our main goal is to serve meatball to customer that will suit their taste and bring satisfaction to them and we are able to gain profit from this business.

Our company has set vision and mission to act as our guidelines so that we can run this business smoothly and able to gain profit and satisfy customer's need and wants.

1.2 Name of company

The name of our company is Forks & Balls Co.

1.3 Nature of business

Forks & Balls Co. acts as a partnership business that sell homemade meatball. Our meatball will be served with variety of sauces that customer can choose to be drizzled on it. We will make sure that the meatball will be served together with the tasty sauce to satisfy our customer.

1.4 Location

Our business is located at Mukah, Sarawak.