



اَوْنِيُوْرَسِيْتِي تِيكِنُوْلُوْجِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

G-CLIQUE SHARECUP

PREPARED BY

FACULTY & PROGRAMME: FACULTY IN BUSINESS AND MANAGEMENT

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

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SUBMISSION DATE

06th DECEMBER 2019

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LETTER OF SUBMISSION

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96400 Mukah,
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SUBMISSION OF BUSINESS PLAN

Referring to the matter above, we would like to submit our business plan that we finally completed based on the guidelines and procedure of the business plan. The business that we proposed is Fish Stick with Dipping Sauce by G-Clique Sharecup. Together with this letter, we submit the business plan.

2. First of all, we would like to thank Mr Ahmad Faisal Mahdi for your help and guidance throughout this project.
3. We hope that the business plan can be applied for future use and bring benefits for those who are interested in doing the same business venture.
4. Therefore, we hope that this business plan report will meet your requirement for the course Fundamental of Entrepreneurship (ENT300). We appreciate any comments or suggestions.

Thank You.

Yours sincerely.

(NUR AMIRAH BINTI ABDUL RAHMAN)
General Manager

EXECUTIVE SUMMARY

This business plan is based on the partnership where it consists of 4 members. We had decided to name our company G-Clique and the name of our business is Sharecup. It will be commenced on the 1st of January 2020 and registered as a partnership company. The business is located in The Spring, Bintulu. The total amount of contribution of each partner is RM5000

Sharecup is a start-up business and this business is based on food services. We chose this business because we can see that our company can go further due to the fact that Bintulu has its own attraction. Bintulu is crowded with teenagers, particularly school and college students from all over Sarawak, who seek for scrumptious food. Because of that the food business is right business to be done.

1.1 INTRODUCTION TO THE BUSINESS

Name of the business	G-Clique Sharecup
Nature of business	Partnership
Industry profile	Food Industry
Business Location	The Spring Bintulu
Date of commencement	01 st January 2020
Factors in selecting the proposed business	a) Does not contain artificial flavouring and preservatives. b) Serve the fresh fish sausages every day.
Future prospects of the business	a) Franchise b) Manufacturer

1.2 PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
2. To analyse and evaluate the viability of a proposed venture.
3. To convince relevant parties of the investment potential of the project.
4. As a guideline for managing the business.
5. To allocate business resources effectively.