



اَوْنَبُورِ سَیِّدِي تِيكَنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

### BUSINESS PLAN

**FACULTY** : FACULTY OF ACCOUNTANCY  
**PROGRAMME** : BACHELOR OF ACCOUNTANCY (HONOURS) AC220  
**SEMESTER** : 3

#### GROUP MEMBERS :

- 1) MOHAMAD ALZAFRI BIN MOHD HANIZA (2018660704)
- 2) MUHAMMAD AMIR FAHMI BIN MOHD HAMEZAN (2018673454)
- 3) MUHAMMAD AMIR SYAHMI BIN MOHD AZHARI (2018660764)
- 4) MUHAMMAD AMMAR NAIM BIN MURAD (2018660288)
- 5) MUHAMMAD AZRI SYAZWAN BIN MOHD ZAHARI (2018673474)

**LECTURER** : SIR MOHAMMAD ZAIM BIN MOHD SALLEH

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## **ACKNOWLEDGEMENT**

Alhamdulillah, most grateful to Allah S.W.T for the completion of this Case Study as one of the requirements that needed to be accomplish in the course work assessment for the code ENT 530.

Special thanks to our parents for supporting us in completing this case study. This case study has been prepared with the cooperation and support from many people. Besides, we also want to show our gratitude to our lovely lecturer, Sir Mohammad Zaim Bin Mohd Salleh, and his kindness in helping us during the process of completion of this case study. Without his contribution, we would not be able to complete this case study.

Lastly, to those who had involved and contributed directly or indirectly to this case study, we are very grateful for the effort that they have shown.

## **EXECUTIVE SUMMARY**

Mon Ami Sdn Bhd is a brand new company that will emerge as a company that innovates classic snacks to a new creative approach. Mon Ami Sdn Bhd has the meaning of "Friends" in France which represents our excellence teamwork to innovate the snacks into something that is unique for the market.

We want to create something that people from this country can accept this product. "Mon Ami Chips" will provide a combination of excellent chips at value pricing, with a custom-made innovative fun packaging called "Flourishing Container". "Mon Ami Chips" is the answer to an increasing demand for daily-snack food, to be consumed anytime and anywhere.

## **1. COMPANY PROFILE**

Name of the business : MON AMI SDN BHD  
Business address : BATU TIGA FACTORY, JALAN PLAYAR  
15/1, 40700, SHAH ALAM, SELANGOR  
E-mail address : monami@gmail.com  
Telephone number : 03-33429999  
Main activity : Food & Beverage

## **PARTNERS BACKGROUND**

### **General Manager**

<b>Name</b>	Muhammad Ammar Naim Bin Murad
<b>Identity card number</b>	921125-08-6873
<b>Permanent address</b>	Jalan 32/70A, Kiara Hills, Mont Kiara, 50480, Kuala Lumpur
<b>Correspondence address</b>	Batu Tiga Factory, Jalan Playar 15/1, 40700, Shah Alam, Selangor
<b>Email address</b>	ammar.naim@gmail.com
<b>Telephone number</b>	011-55161718
<b>Date of birth</b>	25 November 1992
<b>Age</b>	27
<b>Marital status</b>	Single
<b>Academic qualification</b>	Master's in Strategic Management Accounting
<b>Course attended</b>	Accountancy Entrepreneurship
<b>Skills</b>	Fluent in English and Japanese and have managerial skills
<b>Experience</b>	Accountant in Bank Negara
<b>Capital contribution</b>	RM 100,000

## Administrative Manager

<b>Name</b>	Muhammad Amir Syahmi Bin Mohd Azhari
<b>Identity card number</b>	900617-10-6223
<b>Permanent address</b>	No 1, Jalan TPS 3/8, Taman Pelangi Semenyih, 43500, Semenyih, Selangor
<b>Correspondence address</b>	Batu Tiga Factory, Jalan Playar 15/1, 40700, Shah Alam, Selangor
<b>Email address</b>	amrsyhmi@gmail.com
<b>Telephone number</b>	019-5283310
<b>Date of birth</b>	17 June 1990
<b>Age</b>	29
<b>Marital status</b>	Married
<b>Academic qualification</b>	Master
<b>Course attended</b>	Master's in Business Administration
<b>Skills</b>	Adept in Technology Strong verbal & written communication
<b>Experience</b>	5+ years experiences as Business Administrator at Sime Darby Bhd
<b>Capital contribution</b>	RM 100,000