



ENT300

FUNDAMENTAL OF ENTERPRENEURSHIP

IKEJU Enterprise:

Banana cheese



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1 December 2015

Sir,

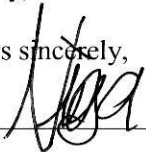
Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes 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 analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



(Khairunnisa Nur Azmina Afina)
Managing Director,
IKEJU Enterprise.

CONTENT	PAGE
Introduction	1
Logo of the Company	6
Name of shareholders and position	7
Shareholders background	8-17
Mission/Vision/Motto	18
Partnership Agreement	19-22
Administration Plan	23
Introduction	24
Organizational Strategy	25
Organization Chart	26
Position and no. of Personnel	27
Schedule of task and responsibilities	28-29
Schedule of remuneration	30
Labour Incentives	31-34
Marketing Plan	35

FACTORS IN SELECTING THE PROPOSED BUSINESS

We choose the business plan because our target market is student from that particular area. We have selected this business because we want to provide a high quality services for students to enjoy their desserts.

FUTURE PROSPECTS OF THE BUSINESS

Our future plan for the business is that we want to make a photocopy shop including stationary next to our premise. This will attract more students to come to our premise where they do not have to go any other photocopy and stationeries shop nearby.

PURPOSE OF THE BUSINESS PLAN

- To give the opportunity to the student to enjoy the local food.
- To get profit from the sales of our product.
- To provide job opportunities to people.
- To become a major player in food industry

INTRODUCTION

In a business, administration planning is a vital aspect in each organization. Through administration planning, all strategies and problems affecting the organization can easily be recognized before can run the business.

With all systematic system, we can prepare the structure how to run the business effectively to ensure the business that we want to do is successful and have a potential to compete with the competitors in the business world.

Since the organizational planning is important, we have created and prepared a systematic administration system to stabilize our business in the future. It will include all administration aspect such as the position of the workers, budget and the strategies of our company to achieve success. Therefore we have made several objectives as guideline to run our business.