



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURS (ENT 300)

BUSINESS PLAN

D' CRAVE

“BOLU-BOLU BALLS”

PREPARED BY;

FACULTY & PROGRAMME	FACULTY OF BUSINESS AND ADMINISTRATION, DIPLOMA IN BANKING STUDIES (BA119)
SEMESTER	5
PROJECT TITLE	BUSINESS PLAN
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SUBMISSION DATE,

06TH DECEMBER 2019

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5th December 2019

Sir,

SUBMISSION OF THE BUSINESS PLAN (ENT300)

According to the title above, we would like to submit our business plan on the name of THE CRAVE consist all the detail, examples and document that needed in the business plan.

2. This report is done according to the guideline and requirement given for the subject Fundamental of Entrepreneurship (ENT300) as the precondition of Universiti Teknologi MARA. Below is the list of the group members that involved in completing the business plan:

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EXECUTIVE SUMMARY

We offer a new line of creation of food called "**BOLU-BOLU BALLS**". A bite size delicious, sweet and fluffy pancake balls. This "**BOLU-BOLU BALLS**" are new and a hybrid creation between the ideas of a Takoyaki balls and a regular pancake. Normally, a pancake is eaten round shape and flat shape and usually eat on a plate and also you would need a fork and a knife to eat. But now, what we offer to our customers are a new thing for them to experience. We generated the idea of having the shape of a bite size pancakes for the convenience of our customers. As to catch the interest of our customers, we also offer a variety line of condiment for our customers to choose like marshmallow, chocolates and usually when we eat pancakes, honey also one of the condiments.

Our business is based in Miri, Sarawak and the reason why we have chosen such location because that location are beside the beach area and plus the location also located near to the city. The area that we open our establishment are one of the tourist attractions places, so this would give the advantages for our establishment to increase our profit and promote our line of production for them.

In marketing efforts, our business also practices the 4P's, a marketing mix strategy.

Firstly, Pricing strategy to penetrate the market. This can be illustrating in the Product Life Cycle Theory, in maturity stage of our product we use the pricing of RM5 per unit. For product, we offer tangible product. As in packaging wise, we use packaging that is easy for the customers to move along.

Next, for our promotion strategy of advertisement, we use banners, and in terms of online advertisement, we also take the advantages of using the internet connection. Advertisement like promote through WhatsApp Facebook and Instagram are been used to further promote our product.

Thus, we have a very comprehensive plan for our product, and it will continue to innovate our product so it aligns with the customers' demands and ensuring our product will able to reach the global market too. Furthermore, our establishment could also promote the new young entrepreneur to actively play their role in this Industrial movement of 5.0.

1.1 INTRODUCTION TO THE BUSINESS

1. Name of business:

The name of our establishment is “The Crave”. The word “Crave” that we use as the name of our business derive from the meaning of the word itself – craving for something or having the urge to taste or feels particular type of flavours. Our group members has agreed to use this word as our business name as it aligned with what our business purposes. Thus, “The Crave” business was born.

2. Nature of business:

The nature of our business is partnership. Our member of the group consists of 4 people that have the same goal, willing to work together to achieve the same interest. Most of the members are local people here in Sarawak. Let it be known only 1 male joined this establishment and 3 females.

3. Industry profile

The industry profile that our business is in is Food and Beverage. We had chosen this type of industry profile because our passion to create food that ease people to never skip their meal as in every meal is important to stay health. Apart from that, we had created our product to ease the people to get their meal too. A location that we chosen are really suitable as it is one of the cities that has busiest place here in Sarawak.

4. Date of commencement

1st January 2019