



اَلْعِلْمُ نُوْرٌ يَهْدِيْ اِلَى سُبُوْحِ السَّلَامِ
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300).

BUSINESS PLAN.

“POTATO SQUAD”

PARTNERSHIP

PREPARED BY:

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES (BA111)

SEMESTER : 5

GROUP MEMBERS:

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PREPARED FOR:

SIR HJ AHMAD FAISAL BIN HJ MAHDI

SUBMISSION DATE:

13 DECEMBER 2018

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Letter of submission

Potato squad
Kuching waterfront

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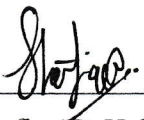
Sir,

Re : Submission of our Business Plan

As stated, I Shafiqah bt Halimi as the General Manager of “Potato Squad” acting on behalf on my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hope that through the Business Plan proposed, we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter. Your time and support is highly appreciated.

Thank you,



(Shafiqah Bt Halimi)

General Manager of Potato Squad

Executive summary

Jagaimo cream is a creamy mashed potato with an ice cream cone which it is extremely convenient for customer to have it on the go. Our product will be located in the middle of the Kuching city which is somewhere Kuching waterfront because there is a high demand. There also a thousand of people who love to eat mashed potato.

The population is constantly increasing. Our business hours will be Monday to Sunday at 5.00 pm to 11.00 pm. We want people to know that mashed potato at potato squad not only for its customers but for the community as well. To make our company well known, we plan on doing as much advertising as possible. We also want people to realize the “Potato Squad” is a place with excellent customer service and quality products. We choose mashed potato as our main dish because it easy to bake and fast to serve.

“Potato Squad” also plays important of roles is promoting healthy, fresh, and halal food. We will emphasize on the gravy. We only provide original and mushroom gravy. In order to start business of Jagaimo Cream, we came up with the food truck. We decided to do food truck due to making people saving their time and fuel to get us. We can be reached by using the technology for the update of our venue. We might provide chairs for approximately 10 person around the truck.

1.1 Introduction To The Business

- i. Name of the business :Potato Squad**
- ii. Nature of business : Partnership**
- iii. Industry profile : Appetizer**
- iv. Business Location : Kuching**
- v. Date of commencement : January 2019**

vi. Factors in selecting the proposed business:

- a) We choose to open this business to help and developing the local business in that area
- b) Promoting the creamy mashed potato made by local to the people in other area

vii. Future prospects of the business:

- a) We want to open more branches especially within all over Sarawak
- b) We want our business become well-known as the finest local business mashed potato maker