



اوتتو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP(ENT300)

MAMAMIA LAZATOZ

BEVERAGES

BUSINESS OF MANAGEMENT

SEMESTER 5

BUSINESS PLAN

PREPARED BY

GROUP MEMBERS :

1. MALEH ANAK TAMBOK (2016680608)
2. MUHD AKMAL HISYAM BIN IDRIS (2016422984)
3. ADAM CARLTON ANAK HELEN SENDI (2016489066)

PREPARED FOR

SIR AHMAD FAISAL BIN MAHDI

SUBMISSION DATE

13 December 2018

1.1 SUBMISSION LETTER

Diploma in Business Studies,
Semester 5,
Universiti Teknologi Mara Sarawak,
Kampus Mukah 2,
96400, Mukah,
SARAWAK

7 December 2018

Haji Ahmad Faisal,
Entrepreneurship Lecturer (ENT300),
Universiti Teknologi Mara Sarawak,
Kampus Mukah 2,
96400 Mukah, SARAWAK.

Sir,

SUBMISSION OF BUSINESS PLAN REPORT

According to the title above, we had completed our business plan report on the name of Mamamia Lazatos, and would like to submit it.

2. This report consists of important elements and then have been considered in the beginning of business. In this report, it includes our business profile, the structure of marketing plan, operational plan, administration plan, financial plan, and all the information that's regarding to the business plan

3. There is the list of the members that involved in the process of completing the business plan report:

i. Muhd Akmal Hisyam Bin Idris

ii. Maleh Anak Tamboki

1.3 EXECUTIVE SUMMARY

Mamamia Lazatoz is the partnership business that consist 3 partners where share the same interest and passion in marketing the beverages. The 3 partners are consists of General Manager, Marketing Manager, Financial Manager, Administration Manager and Operational Manager.

Mamamia Lazatos is a shopt that offers beverages that related to greentea such as greentea shake. The beverages that we offered are suits the older people and young people.

Furthermore, Mamaia Lazatoz offer greentea, redtea, and coconut shake using own recipes to make it become delicious. As we all know, greentea shake, redtea shake and coconut shake is the beverages that everyone love to drinks at any time they want.

After a few discussions we have decided to open our shop at Medan Ria, Mukah where one of the places in Mukah that have high population. It will be a strategic place to set up our business because we targeted those youngster and old folks. Medan Ria, Mukah also a visited place by people from Mukah area.

We expected to increase the number of customer and gain profit since we are the only shop that offer shake drinks in Medan Ria, Mukah. Although there a lot of small stall that offering other beverages, but we plan to own the competition because we offering the fresh drinks

We aim to be a famous food at Medan Ria, Mukah. We hope that in future we can expand our business by open up more franchisee. Our mission and vision are to make our business to expand and be well known in Mukah and other area or other state. We also hope that we can gain the maximum profit.

1.0 GENERAL PLAN

1.1 INTRODUCTION

- Name of the business : Mamamia Lazatoz
- Nature of the business : Partnership
- Industry profile : Beverage Industry
- Business location : Taman Boulevard Setiaraja, 96400,
Mukah
- Date of commencement : 1 December 2018
- Factors in selecting the proposed business
- a) Because beverage industry market easy to enter.
 - b) Many existing business to take as example for helping our business
- Future prospects of the business
- a) Enlarge the business
 - b) Can compete with well known other beverage business in Malaysia

1.1 PURPOSE OF BUSINESS PLAN

A business plan document which described a purpose of business proposal to be undertaken by entrepreneurs. Its also outline in detailed human resources plan and financial plan. “ Mamamia Lazatoz” prepares this business planning for this several purpose

1. Entrepreneurs

- ❖ A business forces entrepreneurs to figures out how to make their business work.
- ❖ A business plan become a decision making tool because it guide entrepreneurs every step of the way as they develop their business.
- ❖ To obtain big amount of loan from bank to get capital for purchasing assets and raw material.

2. Customer

- ❖ To provide high quality product
- ❖ To serve customer with good and quality services

3. Employee

- ❖ To provide job for unemployment
- ❖ Providing clear information of the duties and responsibilities of each employee in the company.

4. Fulfill and Academic Needs

- ❖ To fulfill academic requirements for the program in which ENT300 is a compulsory course to be taken by students in UITM.