



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTERPRENEURSHIP

BUSINESS PLAN  
EAT & REPEAT

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# **1.0 INTRODUCTION**

## **1.1 Executive Summary**

The name of our company is Eat&Repeat whereby the business has been decided in the form of six partnerships. Each partners contributed on an agreed amount of capital as in our agreement. Our main business activity is to provide the best quality with various types of burger and fries. We will be located at Tanjung Aru Beach and hopefully will be open at 2<sup>nd</sup> February 2016.

Every partner in the business are entitled and encouraged to participate in all business management. All of us have agreed that MOHD AMALY BIN LAMADOKING as the General Manager. AINUN BINTI MAD SYUKUR as the Administration Manager. RABIATUL ADAWIYAH BINTI LAWRENCE as the Marketing Manager. CATHRINCE BAKAR as the Operational Manager, FARASOFYANA BINTI RAIS and SANDY VIANNIE BINTI ANTHONY as the Financial Manager.

The management team will be led by the General Manager with the help of the other managers along the process. The general manager is responsible for controlling, planning and organizing. The administrative manager is responsible for matters concerning office administration. The marketing manager is responsible for the preparation of marketing process which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operational manager is responsible for controlling and managing the business' operation. Finally the financial manager is responsible for handling every financial matter such as preparing for the budgets and financial statement for the each department.

## **1.2 Purpose**

### 1. As a guideline for day-to-day management

It is important to have a proper business plan to ensure that the management of the business runs smoothly as we use the business plan as a guideline. This is also helps to avoid confusion and help the members to understand and carry out the vision and the mission of the business.

### 2. To be able to distribute business resources more effectively

Business plan act as a guideline to ensure the distribution the business resources runs smoothly and effectively. It is also to ensure the business can maximize their profit and avoid wastage of the business resources.

### 3. To apply loan from financial institution to established business

A good form off business is a business which has good financial position will enable us to convince financial institution to provide the loan from us to establish the business. The financial institution just like bank will only provide the loan to the business that they trust will give profit to repay the loan.