



اَوْنِفُورْسِيْتِي تِكْنُولُوجِي مَارَا  
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TEKNOLOGI  
MARA

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(BM118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

***FOOD IS LOVE***

***“HOME DELIVERY FOOD SERVICES”***

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Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

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**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar



**UMMI AMINAH BT ZAMHARI**  
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## EXECUTIVE SUMMARY

After doing our research about a business in MBKS area, our group decided to build a business to specify our business in delivering food to customer. Our group has chosen a name of our business plan of Partnership is FOOD IS LOVE "HOME DELIVERY FOOD SERVICES".

In the business plan, we all need to know all the aspects that really important to our business including marketing, operational, administration and financial. In addition to that, we are agreed to open our business in MBKS area which is in Jalan Padungan. We have to ensure that all aspects that we had planned will run smoothly.

As we know, all the business will need someone that can carried out the systematically to encourage and increase sales of products or services which is Marketing Manager. Lucyana Badong Anak Austin Juieng will be the Marketing Manager as she is the one who can manage all the activities in our business. The Marketing Manager will responsible in the process of identifying the target market, determining the market size, identifying the competitor, developing the sales forecast and marketing strategies.

Operation is one of the important parts also in the business organization. Therefore, the one that who are potential to do this is Cynthia Edora Anak Lucas, our Operation Manager. She is the one that will ensure that the business will meet the customers' expectations. Besides that, Operation Manager also taking notes on equipments and other facilities that our business needs to run and responsible over the operation hours of a business.

As the one who will be productive that is Ivy Diana Anak Luther as an Administrative Manager, she will be the most important roles in making the business administration management functions very well, to plan, coordinating, directing and controlling all activities in the organization.

## INTRODUCTION TO THE BUSINESS

Business plan is very important because it explains the content of our business. The main of business plan are Marketing Plan, Operation Plan, Administrative Plan and Financial Plan. People who have entrepreneurship knowledge will be easy for them to conduct a new business from business plan. It gives information about the business itself and guides them to run the business smoothly.

The name of our shop is FOOD IS LOVE “HOME DELIVERY FOOD SERVICES” and we are categorized in food industry. We name our shop with this name because we believe that food gathers all people together and with variety kinds of food, people will get to know each other very well and express their love with people and the food they eat. We will open our shop at Lot 333 A, Lorong Budaya, Jalan Padungan, 93100 Kuching, Sarawak and will be opening on 1<sup>st</sup> January 2015. We decided to build our business as a partnership. Partnership is the best option for us to start the business because all partners can contribute in terms of ideas, talents and skills can be pooled together for better management. Besides that, the responsibility of managing and handling the business can be divided equally among partners.

As we had agreed in our agreement letter, each of us contributed certain amount of capital to open up our business. In case of profits and losses, each partner will share the burden together, but if one of our partners do not want to be responsible, legal action will be imposed.

Our main activity is to deliver food to the customer's house in MBKS especially in Jalan Padungan until Jalan Satok area only. Compared to our competitors, we also have waiting room by providing television and free Wi-Fi for our customer while they are waiting for their turn to order. We are also offering a package of 5 persons per house hole for 4 menus with affordable price. Along with that, we are offering free delivery services to the customers at any location they live from Padungan to Kuching area.