



اُنِيسِيتِي تِكْنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ACCOUNTANCY  
DIPLOMA IN ACCOUNTANCY

ENT 300 FUNDAMENTAL ENTREPRENEURSHIP  
BUSINESS PLAN  
FOOD BOX

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**TABLE OF CONTENT**

No.	Particular	No.	Particular
I	COVER PAGE	4	<b><u>OPERATIONAL PLAN</u></b>
II	TABLE OF CONTENT	4.1	INTRODUCTION
<b><u>1</u></b>	<b><u>INTRODUCTION</u></b>	4.2	OPERATION OBJECTIVES
1.1	EXECUTIVE SUMMARY	4.3	ACTIVITY FLOW CHART
1.2	OBJECTIVES	4.4	MACHINE& EQUIPMENT PLANNING
1.3	KEYS TO SUCCESS	4.5	OVERHEADS REQUIREMENT
1.4	MISSION STATEMENT	4.6	BUSINESS& OPERATION HOURS
1.5	VISION STATEMENT	4.7	LICENSE, PERMITS & REGULATIONS
1.6	TAGLINE	4.8	OPERATIONAL LAYOUT
1.7	COMPANY'S BACKGROUND	4.9	OPERATIONAL BUDGET
	<ul style="list-style-type: none"> <li>• BUSINESS LOGO</li> <li>• PARTNER'S BACKGROUND</li> <li>• COMPANY'S SUMMARY</li> </ul>		
<b><u>2</u></b>	<b><u>ADMINISTRATION PLAN</u></b>	<b><u>5</u></b>	<b><u>FINANCIAL PLAN</u></b>
2.1	ORGANIZATIONAL CHART	5.1	FINANCIAL PLANNING
2.2	LIST OF ADMIN PERSONNEL	5.2	PROJECT IMPLEMENTATION COST
2.3	SCHEDULE OF TASK & RESPONSIBILITIES	5.3	OPERATIONAL BUDGET
2.4	SCHEDULE OF REMUNERATION	5.4	MARKETING BUDGET
2.5	LIST OF OFFICE EQUIPMENT&SUPPLIES	5.5	PRO-FORMA BALANCE SHEET
2.6	OFFICE LAYOUT	5.6	PRO-FORMA INCOME STATEMENT
2.7	ADMINISTRATION BUDGET	5.7	PRO-FORMA CASH FLO STATEMENT
<b><u>3.1</u></b>	<b><u>MARKETING PLAN</u></b>		
3.2	OBJECTIVES OF MARKETING		
3.3	SERVICE DESCRIPTION		
3.4	TARGET MARKET		
3.5	MARKET SEGMENTATION BASES		
3.6	MARKET TREND		
3.7	MARKET SIZE		
3.8	LIST OF COMPETITORS		
3.9	MARKET SHARE		
3.10	SALES FORECAST		
3.11	MARKETING STRATEGIES		
3.12	MARKETING PERSONNEL		
3.13	MARKETING BUDGET		



### 1.1 EXECUTIVE SUMMARY

**The Food Boxes** is an idea which an opportunities to seller and small entrepreneur in Malaysia who are willing to promote their product in the same time to help their consumer to have ease of access in their stock by placing in our outlet in the same time to satisfied the craziness of food lover by bring all the phenomenon food in Malaysia into one place that called as **THE FOOD BOXES**. With the gigantic demand varieties of food in Malaysia, **The Food Boxes** will capitalize on its proximity to student which needs a taste of Malaysian product and filling their hungriness with a cheap and affordable price of product such as Sate Kajang Hj.Samuri, Burger Bakar, Roti Grilled Cheese and Cake Kak Kiah compared to other food serves in 1 Borneo. Therefore, The Food Boxes offer customer with the product a place where they can seek their desires food in the same time a place to hang out with their friends or family. Other than that, The Food Boxes are offering customer to feel the greatness when entire online meal that famous in the market such as Cheesy Bites, Cheesy flakes, Chocolate Jar, Tamar Cocoa and Pekasam Daging AZ can be found in one outlet.

**The Food Boxes** will operate a 290 square feet corner lot in One Borneo Ground Floor next to RadioShack which is easy to access by visitors or the specific target market. Our chief executive officer had secured this location by contacting the owner and had made a deal throughout 6 month lease with the option of extending.

The Food Boxes will operate within business hour according to operating hour of One Borneo which is open at 10.00AM to 9.00PM. Based on statistical research, the outlet will be needed to employ 2 workers in helping the customers to find their product in the same time to decrease potential of theft with a manager to manage the place to maintain the cash inflow and minimising outflow from any abnormal cost to occur.

In addition, our shareholder provided RM250'000 as a capital. The company is expected to grow sales revenue of RM10000-15000 per month in normal working month season and expecting of RM19'000 maximum in any season. As The Food Boxes idea was to maintain 50% gross profit margin therefore the company are expecting Increasing 5% in the next month which flow a gross profit to RM10000 per month. In 2 years operation, a dream to build a potential food trucks in many Kota Kinabalu areas to increase our potential business will be succeed in order to expand our market in the competitive world.

## 1.2 Objectives

The purpose of the business is to be a market competition for newcomer's entrepreneurs in a way of promoting their product to be exploited by consumers and increase their potential to whole new different level that comparable with worldwide product. The company is concern with Malaysia's economy therefore the company are strive on to ameliorate the economy by focusing on small entrepreneurs to increase their potential in Malaysia's market which is based on a research, Malaysia was number 17<sup>th</sup> in Asia regarding market population with an aggregate of 30.3 Million peoples.

In the modernization era, The Food Boxes are seeking an opportunity in expanding business by opening up many branches and seeking to increase their potential in many type of food& beverages method such as food truck, drive-thru and delivery. In order to trigger their determination, The Food Boxes will bringing the business to succession and achieve the world's market ideal into their determination.

In addition, The Food Boxes are implementing an idea to be a role model to Malaysia Small Medium Entrepreneur (SME) that as strive for success, nothing can stop us from getting bigger. There's a saying "believe the unbelievable. Dream the impossible. Never take 'NO' as an answer" a wise word from one of Malaysian biggest company CEO, Tony Fernandez.

Lastly, as a company with an enormous dream, The Food Boxes will achieve their vision and mission as stated in 5 years and now they enlisted for the first year of operations of The Food Boxes :

- Become selected as the choice of local product consumer's market.
- To flow profit since the first month of business.
- To be a pioneer in the newly created method of selling food products



**Company's Background**

Business Name	The Food Boxes Sdn Bhd
Type Of Business	Private Limited Company
Target Address	G-230, 1 Borneo Hypermall, Jalan Sulaman, Kota Kinabalu 88400 Sabah
Telephone No	772917 (070) 412 34 99
Fax No	(070) 412 34 99
Email	<a href="mailto:foodboxnco@gmail.com">foodboxnco@gmail.com</a>
Target website	thefoodboxco.com