



اَوْنُوْزِئِيْتِي تِيْكَوْلُوْكِ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN SARAWAK
KAMPUS SAMARAHAN

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS PLAN

DE' FRUITHIE VENDING MACHINE

PREPARED BY;

FACULTY : Information Management
PROGRAMME : IM110
CLASS GROUP : 5E
PROJECT TITLE : De' Fruithie
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EXECUTIVE SUMMARY

De' Fruithie is our company's name which provides services by using vending machines to sell fruits smoothie. We sell variety of flavors such as chocolate, vanilla, strawberry, coffee, peppermint and coconut. If possible, we would also like to promote it widely to all places especially all-around Kuching.

Our business is in the form of partnership. There are five of us members in the group and our business will be full operated on 1st of January 2020 which is located at Kota Samarahan Summer shopping mall. As mentioned earlier, our partners are entitled to take part in the business management. We agreed to appoint each of the partners as stated below :

Name	Designation
Noorfatihah Husna binti Hasbi	General Manager
Jacqueline Anna Anak Kulleh	Administration Manager
Nur Syamimi Ainaa binti Mohammad Fitrillah	Operational Manager
Angie Sharon Anak Austin	Marketing Manager
Siti Aisyah	Financial Manager

Table of Contents

1.0 INTRODUCTION	2
1.1 INTRODUCTION TO THE BUSINESS	3
1.2 PURPOSE OF BUSINESS PLAN.....	5
1.3 Business Background	7
1.4 Partners Background.....	8
1.5 BUSINESS LOCATION	13
1.5.1 FACTORS INFLUENCING CHOICE OF BUSINESS LOCATION	13
2.0 Administrative Plan.....	15
2.1 INTRODUCTION TO THE ORGANIZATION.....	16
2.1.7 ADMINISTRATIVE MANPOWER PLANNING.....	19
2.2 ORGANIZATIONAL CHART	20
2.3 SCHEDULE OF TASKS AND RESPONSIBILITIES	21
2.4 SCHEDULE OF REMUNERATION	22
2.5 COMPENSATION AND BENEFITS	23
2.6 LIST OF OFFICE FURNITURE AND FITTINGS, OFFICE EQUIPMENT, OFFICE SUPPLIES, AND UTILITIES	25
2.6.1 LIST OF OFFICE FURNITURE AND FITTINGS	25
2.6.2 LIST OF OFFICE EQUIPMENT	25
2.6.3 LIST OF OFFICE SUPPLIES	25
2.6.4 UTILITIES	26
2.7 ADMINISTRATIVE BUDGET	27
3.0 Marketing Plan.....	28
3.1.1 MARKETING OBJECTIVES	30
3.2 INTRODUCTION TO PRODUCT OR SERVICE.....	31
3.3 TARGET MARKET	36
3.4 MARKET SIZE	37
3.5 COMPETITORS.....	38
3.6 MARKET SHARE	39
3.8 MARKETING STRATEGY	41
3.8.1 PRODUCT OF SERVICE STRATEGY	41
3.8.1.1. QUALITY	41
3.8.1.2. AFTER SALES SERVICE.....	41

1.1 INTRODUCTION TO THE BUSINESS

i. Name of the business:

The name of our company is “De’ Fruithie”. We choose this name because we mainly sell product that associate with cold dessert and treat. For our first product, we going to sell fruit smoothie therefore we choose the name “De’ Fruithie” as our company name as an indicator about our product.

ii. Nature of business:

Our Company provide products and services with vending machine to sell fruit smoothie to people. This company is selling products and providing services based on a vending machine business.

iii. Industry profile the food and beverage market is the highest revenue generator across the globe. A fruit smoothie can fill us up, satisfy the sweet cravings and when made in the right way, provided with lots of antioxidants, vitamins, and minerals as well. A smoothie can be used as a meal replacement for breakfast, a supplement drink, snack or a healthy dessert. Use smoothie as a way to get the daily dose of veggies and fruit, to build muscles, lose weight, or gain weight. Summer is an undisputed season for the consumption of fruit smoothie and related products. The growth of the fruit smoothie industry is driven by availability of various type of fruit smoothie. As a result, the fruit smoothie consumers pay a premium price for these products, which in turn increase the revenue of the fruit smoothie market.

De’ Fruithie

iv. Business Location:

Summer Mall, Lot 7455, Block 1, Jalan Dato Mohd Musa, 94300 Kota Samarahan, Sarawak

v. Date of Commencement:

We choose 1st January 2020 to start the business. This is because after the school break and semester break for the university students in Samarahan area, there will be a lot of students come to the shopping mall. Mostly, the students like to eat outside of the campus and buying needs at this shopping mall.

vi. Factors in selecting the proposed business

- **Profitable**

Nowadays it is the trend where kids and teenagers are focus on chilled beverage.

- **Minimum expenses**

This is because this business needs fewer employees to run the business

- **Technology advancement**

Nowadays, people are focus on using the new technology to minimize their works. So, by using this new technology, we can minimize the labour.

vii. Future prospects of the business

- A more stable profit and skills in the business in the upcoming years.
- Introducing the new types of fruit smoothie that will fulfil the customers' desire.
- Opening some fruit smoothie vending shop at another malls in Kuching.