



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITY TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
"FOOD TRUCK"
DIPLOMA IN APPLIED SCIENCE
OCTOBER 2017

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EXECUTIVE SUMMARY

Food truck is about to selling a various menu of foods; basically lunch meals to different category of clients on the go to. The aim of setting up Food Truck is to take our various types of meals and soft drink such as chapman, punch, non-alcoholic wines, smoothies and fresh fruit juice. This business is a partnership form. Our restaurant is located at Sublot 40, Ground Floor, Block B, Stutong Parade Commercial Centre, Jalan Setia Raja, 93350, Kuching Sarawak.

We aspect to catch and to attract customers from all over Kota Samarahan and outsiders buyer who interested to buy our western foods. Aiman mall is an area which is only located km from the centre of Kota Samarahan and it takes 5 minutes to reach our restaurant.

As for the business itself, we are selling variety of werstern foods such as homemade burger, homemade fries, homemade ice-cream, tacos, nachos and freshly pressed juices. Other than that, we also provide combo food which included our main food with soft drinks or freshly pressed juices.

Our target market is of course all customers which come from all level of age. Many peoples can come to our food truck as our food truck is available everywhere for everyone especially for families. Business plan is very crucial in planning and to start a business for all entrepreneurs. In our business plan, we have an organizational, operational, marketing and financial plan.

We all believe that we are able to archive our business goals based on our financial statement. Our company will be able to gain profit and current ratios of profit will enough covers all liabilities and put our business in comfort stage.

Vision

Our vision in this business is linked to our dreams. We want our business to be able to be identified and recognized for its high quality of product in food truck's business. Apart from that, we want our business to be one of the leading integrated food truck service in the city of Kuching by selling, providing, serving and delivering a consistent quality of food products besides having an excellent customer-focused service. Selling foods in a fast friendly environment that appeals to conscious-health minded customer is among one of our vision for the business.

It is known that there are a few food trucks available in Kuching already. These food trucks gives us the vision that we want and to be able to achieve more in providing the best service to fulfill customers' wants and needs. Even though there are competition from other food trucks, but there is an opportunity in having this mobile food business as they gained attraction of more customers easily. We will try to give and provide a service that the other food truck have not yet to offer.

Mission

Our mission for this business is to always maintain the quality of our products and to continually improve our services, demands and needs of our customers. In this case, it allows us to prosper as a business and grow as a corporation. We view ourselves as partners with our customers, our employees, our community and even the environment. Our goal in having this business is that we will be able to share our success and pleasure of providing our products throughout the community. Also we hope that we will be able to be among one of those entrepreneurs out there that provide a reasonable income return, annual profitability and maintaining our sense of humor in the market of food industry.

Business Location

Our food truck location at street parking or known as food truck parks next to the Aiman"s mall. The reasons why we chose this location are is because it is the most strategic place to start the business. Our food truck is located near to the residential area and also supermarket, so local people that living nearby can come to our food truck and have our food. Furthermore, there is a few of education centre near our location, so the students and also the educators can come and having their lunch or even dinner in our food truck as we also provide some chairs and table for customers. This is easy for them to wait their food done.

Moreover, the location of our business's venue will be at every part such as we can move from one place to other place. Our spot place is place that has crowded area with people that hanging out with their family. So the family cab enjoy their meal with our food product. Besides, during the evening our customers can enjoy our food outside the food truck as we prepared the open air space for the customer to relax their mind after been through their hectic days and week.

With the right choice of the location of the our food truck, the business without doubt will thrive significantly and may archives its mission and vision. For sure, we can build our business more productivity and efficiency.

Date of Commencement

The operation of our business will commence on 1st January 2018.

Factors in Selecting the Proposed Business

The main reasons of selecting the proposed business:-

1. The demand of the food products.
 - The customers are kept demanding and eating western food products not only today but also in the future.

2. This food product always the favoured for every strata of the society.
 - This type of food are commonly loved by people from all range of age.