



اُيُتِمُوتِي تِيكُونُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)  
BUSINESS PLAN

BAYAM BITE  
LOCAL SNACK PRODUCT



PREPARED BY:

FACULTY & PROGRAMME : FAKULTI SAINS KOMPUTER & MATEMATIK  
SEMESTER : 5  
PROJECT TITLE : BUSINESS PLAN

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Miss Siti Nordiyana Binti Isahak,  
University Teknologi MARA Kampus Segamat,  
85000 Km 12 Jalan Muar,  
Johor Darul Takzim.

Dear Miss,

**SUBMISSION OF BUSINESS PLAN ENT (300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

2. This business plan is focus on produce flavoured kerepek bayam based on snack demand and also delicious scrumptious product.
3. We had put our best commitment to complete this business plan according to the guidelines and requirements given according to our subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation and financial aspects.
4. We hope that this business plan will be a success according to your satisfaction. Any mistakes or lacking in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

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In the name of Allah, the Most Gracious and Most Merciful

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Secondly, we would like to give a huge dollop of appreciation towards our lecturer, Miss Siti Nordiyana Binti Isahak for guiding us throughout this whole process. Without her guidance we would not have been able to complete this assignment.

Thirdly, we would like to thank our parents for their endless support and love. They are the reason to why we are here today. We would not be standing here today if not for their support and love.

Lastly, we would also like to extend our appreciation towards our classmates who have helped us along the way. Without their help we wouldn't have finished this assignment. May Allah bless them.

Thank you.

## EXECUTIVE SUMMARY

BAYAM BITE is a business that involve in process of innovation and new venue creation through four dimensions which includes individual, organization, environment and institution. Entrepreneurs are individual who actively form are lead by their own business nurture them for a growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and developed by entrepreneur.

BAYAM BITE is a business developed to present flavoured snack product. This business is a partnership business which venture of 3 partners. Each partners assist in contributing capitals of RM 2556, except for the Financial Manager whom contribute RM 10056. Each of the partner members will hold different position and responsible in managing this business.

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BAYAM BITE is a business that mainly focuses on producing 'bayam chips' with different flavour. We discover that Malaysian people love to eat snack but at the same time they want to have a good health. Therefore, our partners have decided to build up this business. Besides that, all snack produced by BAYAM BITES are suitable for all Malaysian people regarding their age, gender and religious.

Finally, we are planning to expand Malaysia's Small and Medium Enterprise (SME) through this field of business and we aim to become one of the Malaysia's young and leading entrepreneur in the food industry through the breakthrough of the product in international market.