



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 300

BUSINESS PLAN



**PEACE SHANG**

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3/15/2016

**Cover Letter**

Diploma in Banking Studies

Faculty of Business Management

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MISS SITI NORDIYANA BINTI ISAHAK

07 SEPTEMBER 2016

Lecturer of Fundamental of Entrepreneurship (ENT 300)

Faculty of Business Management Universiti Teknologi MARA Johor

Sir/Ms

**SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)**

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 focusing on producing banana yogurt stick. We had put our best commitment to complete this business plan according to our syllabus and guidance from our lecturer. This business plan is constructed to serve as a blue print and guide for a proposed business venture which covers administrator, marketing, operational and financial aspects.

3. We hope that this business plan will success according to what we have planned any mistakes or lacking in any areas falls fully on us and we appreciated every comments and critics for our products in order to improve the quality of the product we produced.

Thank you,

Yours sincerely,



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(NUR SYAZWANI BINTI AHMAD HISHAM)

GENERAL MANAGER OF PEACE SHANG

**Table Of Content**

NO	CONTENT	PAGE
1	<b>ACKNOWLEDGEMENT</b>	4
2	<b>EXECUTIVE SUMMARY</b>	5
3	<b>INTRODUCTION</b>  BUSINESS PLAN PURPOSE OBJECTIVES, VISION AND MISSION COMPANY LOGO AND MOTTO BUSINESS BACKGROUND PARTNER'S BACKGROUND LOCATION OF BUSINESS PARTNERSHIP AGREEMENT	  7 8 9 10 11-16 17-18 19-29
4	<b>ADMINISTRATION PLAN</b>  INTRODUCTION AND OBJECTIVE ORGANIZATIONAL CHART LIST OF PERSONNEL FUNCTION OF MANAGEMENT SCHEDULE OF RENUMERATION LIST OF OFFICE EQUIPMENT LIST OF OFFICE STATIONARY ADMINISTRATION LAYOUT ADMINISTRATION BUDGET	  31 32 33 34-35 36 37-40 41 42 43
5	<b>MARKETING PLAN</b>  INTRODUCTION OBJECTIVE OF MARKETING PLAN BENCHMARK PRODUCT DESCRIPTION PRICE DETERMINATION TARGET MARKET MARKET SIZE COMPETITORS MARKET SHARE SALE FORECAST MARKETING STRATEGY MARKETING BUDGET	  45 46 47-49 50-52 53 54 55-56 57 58-59 60-61 62-68 69

6	<p><b><u>OPERATIONAL PLAN</u></b></p> <p>INTRODUCTION                  OBJECTIVE OF OPERATIONAL PLAN                  BUSINESS OPERATION HOURS                  PROCESS LAYOUT (CONTENA)                  PROCESS CHART                  CAPACITY PLAN                  LIST OF OPERATIONAL EQUIPMENT                  LICENSE, PERMIT AND REGULATION                  OPERATING OVERHEAD                  OPERATION BUDGETING</p>	<p>71                  72                  73-75                  76                  77-79                  80                  81-88                  89                  90                  91</p>
7	<p><b><u>FINANCIAL PLAN</u></b></p> <p>INTRODUCTION                  STEPS IN FINANCIAL PLAN                  THE SOURCE OF FINANCIAL INFORMATION                  SALES AND PURCHASE PROJECTION                  NEW PROJECT IMPLEMENTATION COST                  SOURCES OF NEW PROJECT FINANCING</p>	<p>93-94                  95                  96                  97-99                  100-108                  109-118</p>
8	<p><b>CONCLUSION</b> EST. 2016</p>	<p>119</p>
9	<p><b>APPENDIX</b></p>	<p>120-121</p>

## Executive Summary

### Introduction

Peace Shang is located in Lot 12, Jalan Klebang Besar, 75200 Melaka that allows the entire family to have their cravings satisfied in one convenient location. Peace Shang that serves healthy banana yogurt sticks with variety of toppings, accepts appointments as well as walk-ins. Peace Shang is able to serve the entire family in one quick, convenient visit.

While we have competitors against us which is Coconut Shake Pantai Klebang will excel due to its attention to detail regarding customer service. Through unheralded customer attention, Peace Shang will slowly but surely gain market share as it services the entire family, creating long-term relationships.

People across Malaysia have decided to try our new product when they want to fulfill their cravings, for example to have their dessert through different ways of presentation. Peace Shang has foreseen this opportunity to provide the healthiest quality of banana yogurt sticks and presentation to all people.

We, Peace Shang, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to try healthy desserts being made into unique ways which they have never thought of doing. Peace Shang sees this as a way to prosper in this market, by taking advantage of all these people's need.