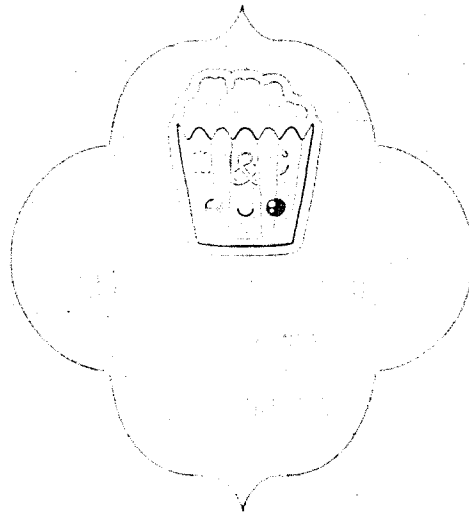




اَوْبِقُوْا سَيِّئَاتِيْ تَتَّكِبُوْا لَوْ كُنِيْ مِّنْ اٰرَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **M&C ENTERPRISE**

F30 FIRST FLOOR, 1 SEGAMAT, JALAN KOLAM AIR,  
85000 SEGAMAT,  
JOHOR DARUL TAKZIM

PREPARED FOR : MISS ROSMAH BINTI ABDUL GHANI @ ISMAIL

NAME:	NO ID UITM
NUR HAFIZAHTHUL AKMAL BINTI MOHD ALI	2011609722
NUR HAFZHAN BINTI SHAMSUL KAMAR	2011497582
NURUL IZZAH BINTI MOHD ZIN	2011677908
NURUL ASHIQIN BINTI YAHYA	2011420138
NURUL AIN BINTI SAAIP	2011241064
AQILAH BINTI ALIAS	2011281528

GROUP: JAC110 6E

DATE OF SUBMISSION: 9<sup>th</sup> MARCH 2014

**SUBMISSION LETTER**

Fundamental of Entrepreneurship Students,  
Diploma in Accountancy,  
Faculty of Accountancy,  
University Technology MARA, Johor.

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Miss Rosmah Binti Abdul Ghani @ Ismail

Lecturer,

Fundamentals of Entrepreneurship,

Faculty of Business Management,

UNIVERSITY TECHNOLOGY MARA, JOHOR.

9<sup>TH</sup> MARCH 2014

Miss,

**SUBMISSION OF BUSINESS PLAN PROPOSAL**

I am the one of the representative of our company which is M&C Enterprise, would like to submit our business plan for your evaluation and further action.

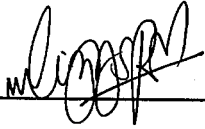
2. Our group member had given full commitment in providing tons of idea in order to accomplish this business plan according to the guidelines and requirements given. We have gained a lot of information and knowledge from this project and it can be used as our basic knowledge to be an entrepreneur in the future.

3. We hope that this business plan will be success according to your satisfaction. We appreciate any comments or remark on our business plan in order to improve and motivated ourselves.

Thank you.

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Yours Sincerely,



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(NURUL IZZAH BINTI MOHD ZIN)

General Manager

M&C Enterprise



## **Acknowledgement**

Alhamdulillah, all praised to Allah S.W.T with his bless we can complete our business proposal for subject ENT 300 successfully.

Firstly, we would like to thank our lecturer also acts as our supervisor, Miss Rosmah Binti Abdul Ghani @ Ismail for her guidance and advices that very helpful to us in finishing this business proposal. We realize that we learn a lot about business and entrepreneurship from this project which can help us in managing our own business in the future.

In addition, thanks to the members of the group for the cooperation and tolerance in finishing this project successfully. Cooperation from all of us have develops a good communication and strong relationship among members. Thank you for all the knowledge and information that have been shared together.

Next, we also would like to thank our beloved parents that always support us at any time we needed when completing this business proposal. Without their blessing and support, it will hard for us to complete this project successfully.

Finally, we as student of University of Technology MARA want to give a big appreciation to UiTM for giving us an opportunity to learn this subject. This subject gives a new knowledge about entrepreneurship hence helps us to be prepared when entering business world in the future.

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## EXECUTIVE SUMMARY

Business plan is the most important document that an entrepreneur should have and done before start running a business. It is a guideline for entrepreneur to ensure that business is running smoothly according to the plan. The content of this business plan is about a new product that provides food services for the community in Segamat especially those who live near 1 Segamat and UiTM students.

M&C Enterprise is a business that has agreed to establish as a Partnership Company which consists of six (6) partners who contribute the same amount of capital with each partner carrying different tasks and responsibilities in a way to introduce and promote our new product, Crispy Ball to the market.

As a beginner, our target is to be known among community as a new product that provide unique variety of flavours which cannot be find in other market. We will go through the market with our own label, M&C Enterprise with a product named Crispy Ball. Besides, we also believed that our product will be well-accepted and mainly chosen from all layers of society.

Finally, our hope for this business in the future is we are able to expand our business throughout the world and attract more market to know about our product. We also hope that our product will be one of the most favourable products among society where they can get variety flavours of Crispy Ball at an affordable price.