



اَبُو بَكْرٍ مَرْثِيٌّ بِنْدُ كَيْوَلُو كَيْوَلُو كَيْوَلُو كَيْوَلُو
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN



Diploma in Business Studies,
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Lecturer,
Fundamental of Entrepreneurship (ENT 300),
Faculty of Business Management,
Universiti Teknologi Mara (UiTM), Johor.

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Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)

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


This business plan focuses on selling seaweed pop crunch that are made from seaweed and popia roll.

We have put our best commitment in completing this business plan 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.

We hope that this business plan will satisfy your requirement. Any lack or mistakes are fully our responsibility and we would appreciate any comment on our project in order for us to improve.

Thank you.

Yours sincerely,



(FARHANA BINTI ISMAIL)

General Manager of FAMAS ENTREPRISE

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EXECUTIVE SUMMARY

SEAWEED POP CRUNCH is a trading company that generally known one of SME which the selling is more concern on seaweed and popiah. SEAWEED POP CRUNCH consists of 5 partnership business whose will contribute same amount of capital and will hold different task and responsibilities to manage this business.

The nature of this business is selected through our reference and observation in long term planning in the nature of business. We have been making a long research about the planning in establishing in this business.

As we known that, this product can be enjoyed by all people at the all ages. Popiah seaweed giving more satisfaction to people especially when consume it at free time.

Finally, our future prospect of this business is to be known in the international level as a one stop food product that provide all type of popiah flavours around the world and really believe that users will love to come and buy our popiah seaweed.

1.1 PROFILE OF FAMAS ENTERPRISE

Name of company : FAMAS ENTERPRISE

Nature of business : Food

Industry profile : Our business is owned actively by partnership. Incorporated as FAMAS ENTERPRISE. Our business provides food bases on spring rolls.

Location : 19, Jalan Helang 2, Taman Scientex, 81700 Pasir Gudang, Johor.

Date of Business Commencement : Our business will begin to operate on 1st January 2015.

Factor in selecting the proposed business: We choose this business because it's make high profit and can expand future expectation. Beside that, we can attract people to come over because we will provide more crunchy creation with various flavour and reasonable price and everyone can enjoy the food.

Future prospects of the business: this business has good future prospect. It is because it has large demand for business in order to make it famous. To increase the productivity of Bumiputera. In three years in the future, we will create new creation of spring roll such as spinach, mushroom and any flavour base on demand. In addition, we are also planning to expand our wings by opening several branches around peninsular Malaysia. And our next goal is to have our own food factory with more extension services provided by company.