

MARA UNIVERSITY OF TECHNOLOGY

**PRIMERA ROBUSTA FACTORY
(COFFEE MANUFACTURING)**

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Starting and planning a new business requires a lot of effort either in materials or time consuming and not to mention a quite level of risk to create and develop something new in the market. Once an entrepreneur enter the market, he may exposed to the responsibilities and risks to build up their own brand, ensure the survival of the business and finally enjoys the rewards after all efforts have been contributed to the business. The consumers, business communities and government plays a related roles in boosting the entrepreneurship whether in research and development, increment of the course at the universities and held seminars to the fresh entrepreneurs on how to develop and in furtherance control the market.

The matter that should be focused – is there anybody dares to take the risk to create the venture? It could be a man or a woman, a university graduate or someone that is not has any qualification. Is he can be reliable to do the job that been given to him. When comes to the payroll, how much he be qualified according to his qualification.

To give a clear and better picture, this business plan is comprises into five major sections. The first section is the general description of the business such as the background of the business and partners, corporate logo and its description, business agreement and the location of the business



The second section is related to the organization plan. It stated about the organizational chart, table of designation and description, remuneration schedule, lists of furniture and machineries and administrative budget.

The third section of the business plan is the marketing plan. It is the process of planning and determining about the concept, pricing, promotion and distribution of product that can fulfil the individual needs and organizational objectives. Its include target market, market size, competitors, market shares, sales forecast, marketing strategies and marketing budget.

The fourth section will explain about the operation plan. It describe the complete manufacturing process, the physical plan layout, the machineries and equipments needed, operation overhead and production budget.

The most critical section in this business plan is the financial plan. It may explain about sources of financing the capital, project implementation cost, cash flow pro forma, profit and loss pro forma and balance sheet pro forma.

In order to give a better picture, each section will included with relevant and details about the material, objectives or goals of each section and also provided will several useful information as a reference at the end of this business plan.