




اوتو ستيق تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY:  FEEL HUNGRY? LET'S KETCHUP

TYPE OF BUSINESS: WESTERN RESTAURANT

Ketchup
PREPARED BY

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE (AS1205D)

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

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SUBMISSION DATE : 13TH DECEMBER 2019

TABLE OF CONTENTS

NO	CONTENTS	PAGES
	LETTER OF SUBMISSION	I-II
	ACKNOWLEDGEMENT	III
	EXECUTIVE SUMMARY	IV
1.	1.0 INTRODUCTION	1 -5
	1.1 NAME OF BUSINESS	3
	1.2 NATURE OF BUSINESS	3
	1.3 NAME OF PARTNERS	3
	1.4 INDUSTRY PROFILE	3-4
	1.5 LOCATION OF BUSINESS	4
	1.6 DATE OF BUSINESS COMMENCEMENT	4
	1.7 FUTURE PROSPECTS OF THE BUSINESS	4
2.	2.0 PURPOSE OF BUSINESS PLAN	6-8
3.	3.0 COMPANY BACKGROUND	9-10
4.	4.0 PARTNERS/SHAREHOLDER BACKGROUND	11
	4.1 GENERAL MANAGER	12
	4.2 FINANCIAL MANAGER	13
	4.3 ADMINISTARTIVE MANAGER	14
	4.4 MARKETING MANAGER	15
	4.5 OPERATIONAL MANAGER	16

LETTER OF SUBMISSION

Feel Hungry? Let's Ketchup Enterprise

Diploma in Applied Science,
University Teknologi MARA (UiTM) Cawangan Sarawak,
Samarahan Kampus 2,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Madam Siti Mardinah,

University Teknologi MARA (UiTM) Cawangan Sarawak,
Samarahan Kampus 2,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Dear Madam Siti,

SUBMISSION OF BUSINESS PLAN PROPSAL

Referring to the above matter, I, Jemyma, the General Manager of Feel Hungry? Let's Ketchup Enterprise and representing all the managers and partners of this proposal business are glad to submit our business proposal for your review and evaluation. All of our partners had finished this business plan report successfully on time and it had been submitted on the proposed date that had been mentioned.

2. This proposal was completed according to the provided guidelines and requirements that are given during the lecture sessions. This business plan was created to act as a guideline for a business proposed deal that was covered by the top management that includes the General Manager, Administration Manager, Financial Manager, Marketing Manager and Operation/Production Manager.

3. In addition, the proposed business plan is a western food business, which provide affordable and quality western food. We believed that this business has the potential to expand in the future.

EXECUTIVE SUMMARY

For Fundamental of Entrepreneurship (ENT300) course, we are required to propose a business plan. Therefore, we proposed Feel Hungry? Let's Ketchup business as our proposed business. With the members of five in the team, we were positioned ourselves into general manager, administration manager, financial manager, marketing manager and operation manager. The general manager will coordinate and evaluate the tasks for each of the managers, the administration manager will come up with administrative plan and budget, the financial manager will come up with the financial plan for the business, the operational manager will come up with the operational plan and also budget. Lastly, the marketing manager will come up with marketing plan and marketing budget.

1.0 INTRODUCTION

1.1 NAME OF BUSINESS

Our business name is Feel Hungry? Let's Ketchup! We use the term 'ketchup' which means 'catch up' as we want to help our customers to reconnect or strengthen their bond with their families and friends as well as eating a good quality and delicious western food. Hopefully, more customers will be attracted to come and taste our product by hearing the unique name of our business.

1.2 NATURE OF THE BUSINESS

Feel Hungry? Let's Ketchup! provides and serve western cuisine for the western food lovers. Our main product is meat, chicken, mutton, potatoes, mushroom, fish and vegetables. With that, we can create a variety of western food menu. Our special menu or main menu that we offer are fish and chips, chicken chop, lamb chop, steak, mushroom soup and spaghetti. Our restaurant only provides dine in or take away products.

1.3 NAME OF PARTNERS

This business is founded by five partners. They are Ms Jemyma Anak Barnabas Bidin as the General Manager, Ms Nur Ezlyin Amanina Mohamad Jais as the Operation Manager, Mr Eleazar George ak Terry George as the Financial Manager, Mr Alexander Calvin Anak Orin as the Administrative Manager and Ms Nur Annisa Binti Abdul Kadir as the Marketing Manager.

1.4 INDUSTRY PROFILE

In food industry, food industry is defined as the most complex, global collective of diverse business that able to provides most of the food consumed by the world's population. The whole food industry is from farming and food production, packaging and distribution, to retail and