



اَوْنِبُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT



BUSINESS NAME:

HAFFIYAH SNACK ENTERPRISE

PREPARED BY

NURUL IMAN AFIFAH BINTI MOHAMAD TAUF EK (2018442476)

NUR FARZANA BINTI MOHD NOOR (2018652542)

NURUL HAAMIIM BINTI ZAINALDIN (2017205954)

NUR HAFIZAN BINTI HICHAM @ HISHAM (2018233188)

SITI NURHAZIMAH BINTI ABD RAZAK (2018422614)

NORANEESHA BINTI MOHD ALIAS (2018221648)

GROUP: AS1185A1

SUPERVISED BY:

DR. ASIAH BINTI ALI

ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank Allah swt for His permission and blessing we were able to complete this task for this subject (Ent300) Fundamental Of Entrepreneurship. Thank you to all who are directly or indirectly involved in cooperating and helping us to complete this task. The success and final outcomes of this assignment required a lot of guidance and assistance from many people and we are extremely fortunate to have got this along the completion of our assignment work especially to our lecturer, Dr. Asiah binti Ali.

Firstly, We are very thankful and respect our lecturer Dr.Asiah Binti Ali because giving us an opportunity to do this assignment work and providing us all support and guidance which made us complete the assignment on time. various challenges and obstacles encountered while we completed this task but from the result of patience and constant guidance from Dr.Asiah ,we did not give up in giving the best commitment in this study. We are really grateful because we managed this assignment within the time given by Dr.Furthermore,this assignment cannot be completed without the effort and co-operation from our group member.

Finally, as a result of this learning, we can understand more about business and how to become a successful entrepreneur who can increase the potential and self-confidence that we can use in the future for the sake of religion, nation and country.

TABLE OF CONTENT

1.0 COMPANY BACKGROUND	10
Table 1: Company background	10
1.1 OWNER'S BACKGROUND	11
1.2 PURPOSE OF THE BUSINESS PLAN.....	17
1.3 DESCRIPTIN OF BUSINESS	17
1.4 INDUSTRY BACKGROUND	17
1.5 BUSINESS LOCATION	18
SECTION II: PRODUCT DESCRIPTION.....	19
2.0 PRODUCT AND SERVICE	19
2.1 UNIQUENESS OF PRODUCT AND SERVICE.....	19
SECTION III: MARKETING PLAN	20
3.0 MARKETING OBJECTIVE	20
3.1 TARGET MARKET	22
3.2 MARKET SIZE	22
3.3 COMPETITION	23
3.4 MARKET SHARE.....	23
3.5 SALES FORECAST	25
3.6 MARKETING STRATEGY	26
3.6.1 PRODUCT STRATEGY	26
3.6.2 PRICING STRATEGY.....	27
3.6.3 PLACE OR DISTRIBUTION STRATEGY	28
3.6.4 PROMOTION STRATEGY.....	29
3.7 MARKETING MANPOWER PLANNING	30
3.8 MARKETING BUDGET	30
SECTION IV: ADMINISTRATION PLAN.....	31
4.0 THE VISION, MISSION AND OBJECTIVES.....	31
4.1 ORGANIZATION CHART	31
4.2 LIST OF ADMINISTRATION PERSONNEL	32
4.3 SCHEDULE OF REMUNERATION	32
Table 15: Schedule of remuneration	32
4.4 SCHEDULE OF TASK AND RESPONSIBILITIES	33
4.5 LIST OF OFFICE SUPPLIES.....	35
4.6 LIST OF FIXTURE AND FITTING	36
4.7 ADMINISTRATION BUDGET	37

Table 19: Administration budget.....	37
SECTION V: OPERATIONAL PLAN.....	38
5.0 OPERATING SYSTEM.....	38
5.1 PROCESS PLANNING.....	38
5.3 PRODUCT PLANNING	41
5.4 LIST OF MATERIAL PLANNING.....	42
Table 20: List of material planning	43
5.5 LIST OF MACHINE AND EQUIPMENT PLANNING.....	43
5.6 FIXTURE AND FITTINGS.....	44
5.7 MANPOWER PLANNING.....	44
5.8 OVERHEADS REQUIREMENT.....	45
5.9 LIST OF SUPPLIERS.....	45
5.10 LOCATION.....	46
5.11 BUSINESS AND OPERATION HOURS	47
5. 12 LICENSES, PERMITTED AND REGULATIONS REQUIRED	47
5. 12 OPERATIONS BUDGET	48
5.13 PROJECT IMPLEMENTATION SCHEDULE	48
SECTION VI: FINANCIAL PLAN	49
6.0 FINANCIAL INPUT	49
6.1 Project Implementation Cost.....	49
6.2 Source of Finance.....	50
6.3 Loan Amortization Repayment Schedule	51
6.4 Hire Purchase Prepayment Schedule.....	52
6.5 Non-Current Assets Depreciation Schedule	53
6.6 Pro- Forma Cash Flow Statement	55
6.7 Pro- Forma Profit and Loss Account	58
6.8 Pro-Forma Balance Sheet.....	60
6.9 Financial Analysis	62
5.91 Financial Ratio Analysis	62
6.9.2 Graphs of Financial Analysis.....	63
CONCLUSION	67
REFERENCES.....	68
APPENDICES.....	69

LIST OF FIGURES

EXECUTIVE SUMMARY

Business plan is a guideline that we use in our management of the business so that we could proceed our product smoothly. With the help of the business plan, it can distribute a lot more resources beneficially. Nevertheless, the business plan also offers the entrepreneur a personal profile so it can be used as proof to customers that the entrepreneur's significant commitments are effective in this business concept. Prior to beginning a venture, business planning is very critical in helping to drive this organization.

HAFFIYAH snack enterprise is a private limited company that the focus of the company is producing snacks using local vegetables such as bitter melon. This company is run by six sole proprietors which are general manager, operations manager, administration manager, resources manager, marketing manager and financial manager so that to ensure the management of the company could be run steadily and smoothly. As this company is run by six sole proprietors, each manager did their research of the demand that the people want in this type of product. Some of the research included the target market in terms of location and customer segmentation.

There are two types of local market approaches that our company uses to promote the product to the people which are face-to-face business and social media platforms to follow up with the trend nowadays. Nowadays, people have been using social media platforms to expand their products throughout the whole country in Malaysia. In our business, not only throughout Malaysia but also outside Malaysia. To make it easier for the customers to choose our product and encourage them that our product is better in any way, we made a comparison with other product so that the customers could see the differences and we could gain the customers trust and attract them in buying and consuming our products thus at the same time promote it to other people.

As for the financial plan, the total cost that we use in our product to make sure our company could run steadily is RM57,345. Our business main sources are from bank loans and our own capital that each of the managers had provided in this business. We believe that with a stable planning and good strategy in the financial part, we could find a lot more sources of finance and evolve our business to a bigger stage in business after we manage to stabilize our sales of products in Malaysia.