



UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS STUDIES

ENTREPRENEURSHIP (ENT 300)

SEA BREADO ENTERPRISE

**PREPARED FOR:**

MISS ROSMAH BINTI ABD GHANI @ ISMAIL

**PREPARED BY:**

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**CLASS:**

JBM1116E

**SUBMISSION DATE:**

10<sup>TH</sup> MARCH 2014

Diploma in Business Studies  
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Miss Rosmah Binti Abdul Ghani @ Ismail

Lecturer of ENT 300,  
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Johor Branch, Segamat Campus,

Johor Darul Takzim

5<sup>TH</sup> DECEMBER 2013

Miss,

Submission of Business Plan Proposal (ENT 300)

According to the subject stated above, we would like to submit the proposal for our final ENT 300 project.

2. This business plan was completed based on the guidelines and requirements that have been provided. Business plan was build up as a guide and prototype for a business purposed deal which covers the top management such as general manager followed by the administration, marketing, operation and financial aspects.

3. We hope that our business plan that we have recommended does meet your expectations. If there is any error or lack in any part are fully depend on us. We appreciate

for every comments and corrections in this report as it will help us to improvise our performance in every task given.

4. We would like to say thank you for your guidance and for the time that you have spend with us. With all efforts that we have put in together, we hope that you will approve and agree with our business plan. Lastly, with the cooperation among all of us may enhance a good collaboration and give good results.

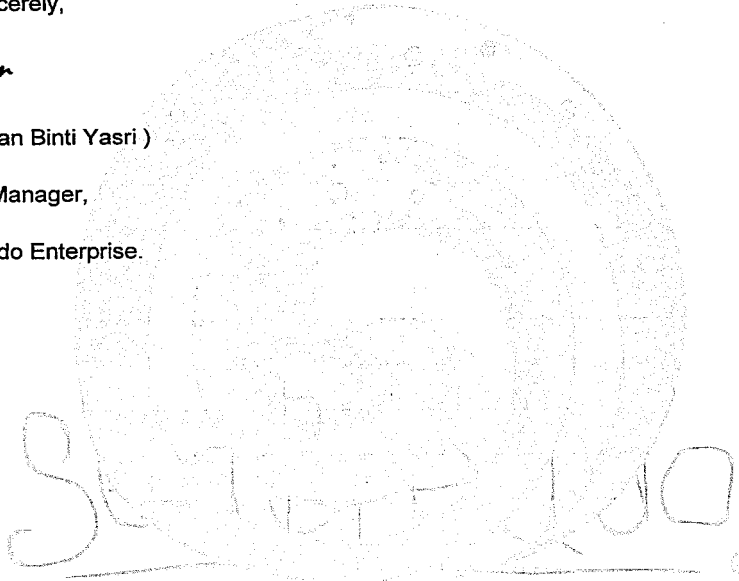
Yours sincerely,

*Nur Zehan*

( Nur Zehan Binti Yasri )

General Manager,

Sea Breado Enterprise.



**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

FINAL PROJECT

FACULTY OF BUSINESS STUDIES

ENTREPRENEURSHIP (ENT 300)

**'SEA BREADO ENTERPRISE'**

Lot G86, AEON Bandaraya Melaka,  
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## **EXECUTIVE SUMMARY**

Sea Breado Enterprise is a food industry sector that produces seaweed bread with a variation of fillings such as cheese with mayonnaise, spicy pop corn chicken and seafood. We establish the business through partnership which consists of five people which contribute different amount of capital. Every partners hold different task and responsibilities in order to manage the business. For example, some of them will supervising Sea Breado kiosk and the others will be supervising the production process.

The nature of our business was selected based on the partner's experience and also some research done by the partners. Besides that, it is also related with the education background of the partners. In addition, we operate our business through kiosk. Our kiosk name is Sea Breado since it represents our main ingredients which are seaweed and bread. The specialty of our product is we use the roll technique to produce our product.

The purpose of selecting this business is because there is high demand on food that easily to consume and faster to get. Moreover, nowadays many youngsters like to eat Japanese food such as sushi. Thus, we took this opportunity to make our own Malaysian sushi.

Finally, our future prospect for the business is we plan to open more branches for our kiosk and also want to commercialize our business outside the country. Apart from that, we could fulfil the need and desire of people outside Melaka that demanding for our product. We will be proud if we could expand our delivery services around Malaysia.

A large, stylized handwritten signature in blue ink that reads "Sea Breado". The signature is written in a cursive, flowing style and is positioned below the main body of text.