



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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REPORT ENTREPRENEUR (ENT300)

UNIQUE CRISPY

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TABLE OF CONTENTS

NO	CONTENT	PAGE
	ACKNOWLEDGEMENT	7
	EXECUTIVE SUMMARY	8-9
1.0	INTRODUCTION	10
2.0	PURPOSE OF PREPARING BUSINESS PLAN	11
3.0	COMPANY BACKGROUND	12
	3.1 COMPANY LOGO	13-15
4.0	PARTNER BACKGROUND	16-20
	4.1 PARTNERSHIP AGREEMENT	21-25
	4.2 PARTNERSHIP BREAKDOWN	26-27
5.0	LOCATION	28-30
6.0	ADMINISTRATION PLAN	31
6.1	VISION, MISSION AND OBJECTIVE	32
6.2	ORGANIZATIONAL CHART	33
6.3	MANPOWER PLANNING	
	6.3.1 SCHEDULE OF TASK AND RESPONSIBILITIES	34-36
	6.3.2 REMUNERATION TABLE	37
	6.3.3 LIST OF ADMINISTRATION PERSONNEL	38
	6.3.4 WORK INCENTIVES	39
6.4	LIST OF OFFICE EQUIPMENT AND SUPPLIES	40-41
6.5	ADMINISTRATION BUDGET	42-43
7.0	MARKETING PLAN	44
7.1	PROFILE OF PRODUCT AND SERVICES	45-47
7.2	TARGET MARKET	48
7.3	MARKET SIZE	49
7.4	COMPETITION	50
	7.4.1 MAIN COMPETITOR	51
	7.4.2 STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS UNIQUE CRISPY	52
7.5	MARKET SHARE	53
	7.5.1 MARKET SHARE BEFORE UNIQUE CRISPY EXISTS IN THE MARKET	54
	7.5.2 MARKET SHARE AFTER EXISTANCE UNIQUE CRISPY	55
7.6	SALE FORECAST UNIQUE CRISPY FOR THE YEAR 2015	56
	7.6.1 SALE FORECAST UNIQUE CRISPY FOR JANUARY 2015	57-58
	7.6.2 SALE FORECAST UNIQUE CRISPY FOR YEAR 2015	59
	7.6.3 SALE FORECAST FOR THE YEAR 2016 and 2017	60
7.7	MARKETING STRATEGY	61
	7.7.1 PRODUCT STRATEGY	62
	7.7.2 PRICE STRATEGY	63
	7.7.2.1 SALES ITEM	64
	7.7.3 .PLACE STRATEGY	65
	7.7.4 PROMOTION STRATEGY	66-70
7.8	MARKETING BUDGET	71-72
	7.8.1 REMUNERATION TABLE	73

8.0	OPERATION PLAN	74
8.1	OPERATION PROCESS	75-77
	8.1.1 SUPPLIERS OF RAW MATERIALS	78
8.2	PROCESS FLOW CHART	79-81
8.3	OPERATION LAYOUT	82-83
8.4	CAPACITY PLANNING	84
8.5	MATERIAL REQUIRMENT	85-86
8.6	MACHINE AND EQUIPMENT PLANNING	87-90
8.7	MANPOWER PLANNING	91
8.8	OVERHEAD REQUIRMENT	92
8.9	LOCATION PLAN	93
8.10	BUSINESS AND OPERATION HOURS	94
8.11	LICENSE, PERMITS AND REGULATIONS REQUIRED	95
	8.11.1 PROCEDURE IN APPLYING LICENSE FROM COMPANY COMMISSION OF MALAYSIA	96
8.12	OPERATION BUDGET	97-98
	8.12.1 PURCHASING FORECAST	99
	8.12.2 REMUNERATION TABLE	100
8.13	IMPLEMENTATION SCHEDULE	101
9.0	FINANCIAL PLAN	102
9.1	PROJECT IMPLEMENTATION COST	103-104
9.2	SOURCES OF FINANCIAL INFORMATION	105-108
9.3	PROJECT IMPLEMENTATION COST	109
9.4	SOURCES OF FINANCING	110
9.5	TABLE OF DEPRECIATION	111-115
9.6	LOAN AMORTIZATION SCHEDULES	116
9.7	HIRE-PURCHASE SCHEDULES	116
9.8	PRO-FORMA CASH FLOW STATEMENT	117-118
9.9	PRO-FORMA INCOE STATEMENT	119-120
9.10	PRO-FORMA BALANCE SHEET	121
9.11	FINANCIAL PERFORMANCE	122-133
10.0	CONCLUSION	134
	REFERENCES	
	APPENDICES	

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EXECUTIVE SUMMARY

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined all economic resources which are land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

Our business prepared this business plan is to get fund or loan from the investor or banker to run our business with smoothly. From here, the investors will know about our business and have encouraged to invest in our business, So, we hope that our business proposal will get approval by the lecturer.

For the Unique Crispy is a business where we produce and sell the food product where that is traditional food which is Rempeyek. We discovered that nowadays most people does not know how to make this food and the worst is has a people that does not know what is Rempeyek. Besides that, we just not sell this product but we welcome to distributors and retailers to sell this product also. We also decided to expand our business which is open new branches around in Johor.

Our business is selling rempeyek that have been made into innovation such as "Rempeyek Daging Lembu and Rempeyek Daging Ayam". It's have suitable taste with Malaysian taste because they more eat meat. Our business focus more in area of Kluang to sell the rempeyek because there was located our company in our focused with people in area of Kluang.its have better potential to be success in future

This business is have better future to be one of the business that will be well-known by other because rempeyek is one the traditional food that can forget by other and always have demand even in the seasonal season

Our company is ventured by five partnership with all members is a female. Each partnership will hold different position in company based on the qualification and share. We decided to contributed the capital in this business with manager is RM 8,535 while RM 7,900 for the rest partner per person.