

**ENT300 FUNDAMENTALS OF  
ENTREPRENEURSHIP**



**BUSINESS PLAN PROJECT**

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<b>SUBMISSION DATE</b>	:	30 <sup>th</sup> JULY 2021

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## EXECUTIVE SUMMARY

Finger Licious Enterprise is a new business in the city of Bukit Mertajam. The term Finger Licious was chosen because we believe it accurately depicts how our food service would satisfy our customers' hunger. Not only will it satisfy hunger, but it will also help to establish a stronger community. We also want to create a dish that fulfills all of their demands and that they can share with their family and friends.

Our restaurant, Finger Licious Enterprise, is based on a mix culture of Korean and Malay food that will provide a unique sensation for most people's taste buds. This concept arose from the observation of Korean food enthusiasts who desired to have a unique experience while eating Korean food. Because our firm is listed as a freshly launched business in the market, it is evident that there are some elements that we must consider in order for our company to compete with competitors and meet client needs, as there are many people active in business nowadays.

Our company is led by five key employees: the general manager, the administrative manager, the marketing manager, the operation manager, and the financial manager. All of us play an important part in running the firm and ensuring its success. According to our observations, we are targeting a wide range of clients because our company's location in the heart of the city will attract them. Our company's location is quite advantageous because it is close to shop lots and residential regions. With our business financial situation statement, we feel we will be able to reach our business aim. With the wonderfully outstanding quality that our company provides, we are confident that positive word about our goods will spread among customers.

Finally, we hope that Finger Licious will become a well-known food business and will be able to supply more services from time to time. We also believe that as the human population grows, so will the need for our food services. Last but not least, it is our joy to serve as a model for others who want to start a foodstuff business.

## **1.1 ACKNOWLEDGEMENT**

With the blessing of the Most Gracious and Merciful of all, we would like to convey our sincere gratitude to everyone who made it possible for us to complete this report. A special thanks to our esteemed lecturer, Dr Haslinda Abdul Hamid, for her assistance, stimulating suggestions, and encouragement in completing our project, particularly in writing this report.

Next, a special thanks to the members of Finger Licious, Nurhairatul Hawani, Mohammad Arif Danial, Muhammad Aiman Nurhakim, and Muhammad Sharihin Fairusz, who worked effectively together and showed tremendous devotion to helping each other construct the parts and make fantastic business suggestions.

Last but not least, great thanks to our lecturer, Dr Haslinda, for her tireless efforts in guiding the team to success as well as her encouragement to keep our progress on track. I'd also like to thank the other supervisors and panels for their advice, especially during our project presentation, which improved our presentation skills through their comments and ideas.

### **1.3 PURPOSE OF BUSINESS PLAN**

Prior to actually making any important business decisions, we should first properly plan our enterprise so that it will run smoothly. So, before we start our business, we need to know what, where, when, how, and any other pertinent information about our plan. One of the most crucial aspects of running a successful business is correctly constructing a comprehensive plan.

Finger Licious creates this business plan to serve as a guideline or reference for running and managing the firm in general. The strategy was created as a result of various elements such as:

1. Enabling us to assess and analyse our proposed business strategy in terms of objectives, critical thinking, and practicality

We will have strong and well-grounded information to back what we have planned and what decisions we will make in the business plan, which will help us focus on what our key goals are in this business. It also teaches us what actions to take in important business situations and what attitudes to acquire in the workplace.

1. A business management guideline

This business plan can be utilized as a starting point for managing our company. It demonstrates the flow of our business in greater detail and can help us avoid business losses. This business plan goes into great detail on all we need to know about running a business.

2. To appropriately allocate business resources

Through this business plan, we can appropriately allocate business resources and avoid wasting resources that cause our company to lose a lot of money. Allocating corporate resources correctly is critical in order to avoid wasting resources that can harm our organization.