



اَبُو سَيِّدِي تَكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS PLAN**

EZGROCERY SDN BHD



### **GROCERY DELIVERY SERVICE**

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PROJECT TITLE :	BUSINESS PLAN
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#### **SUBMISSION DATE**

8<sup>th</sup> June 2018

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8th. June, 2018

Madam,

### **SUBMISSION OF BUSINESS PLAN REPORT**

With the above mentioned title, we would like to submit our business plan report that we have finally completed based on our study and research. This has been done following the prepared guidelines and procedures.

2. We would like to thank your kindest and generosity in guiding and leading us towards accomplishing this proposal all this semester. Without your advice, we would not be able to come out with such determination and dedication in order for us to complete our proposal.
3. We will use the knowledge skills and information that we have gathered in the next project in the future. This business plan covers all aspect of starting the business administration, marketing, operation and financial status of company.
4. Therefore, we sincerely hope that this report will be satisfied in your judgement and will be evaluated as fairly as possible. Your sincerest and honest consideration would be much appreciated.

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## **Executive Summary**

The name of our company is EZGROCERY SDN BHD. We have decided to choose Servay as our partner for this business. Our main business activity is delivering grocery items that our customer buy through our mobile application and website directly to their house. We are located at Lot 10254, Ground floor and 1st Floor, Medan Universiti Commercial Center, Kota Samarahan.

From our administrative plan, our mission is to help our customer to make our shopping easier and more effective. Other than that, our vision is to expand our business and to be a well known throughout Sarawak. While our objective is to satisfy our customer needs and wants by providing them the best services. Our administrative budget which is fixed asset and monthly budget were as much as RM25,740 and RM16,916.25 respectively.

In the operational plan, the customers can place order through the app or website and pay using various payment method like online transaction and debit cards. Our average price per service is RM 11.60. Moreover, the estimated number of output produced per month is RM 3871.31 while amount of output to be produce per day is RM 149.20. The total operation overhead for our company is RM 2700 per month. For our operation budget, our company fixed asset expenses is RM 132 800. While the monthly expenses for our business is RM 9689.90 and other expenses is RM 2000.

In our marketing plan, our target market are the residents in Kota Samarahan and the students of local institutions. The market size for this business is RM 5,842,560 per year. The market share for our company is RM 584,256.00 annually. The total sales forecast for the year 2018 will be RM 540,000.00, while by the year 2019 and 2020 will be RM 594,000.00 and RM 683,100.00 respectively. In market budget, our monthly expenses is RM 2615.85, fixed asset expenses is RM 2100.00 and RM300.00 for other expenses.

In the financial plan, the project implementation cost for our business is RM207,011. To support the cost, we have gain our fund from a few sources which are by our own equity contribution with the total of RM38,904 in term of cash and

## **1.1 Introduction**

Business plan plays an important role in a business. Therefore, we need to prepare a good business plan in order to convince that our business can make a greater profitability. We prepare our business plan especially for investors, bankers, financial assistance provider, suppliers and employees. By doing this, our business will have the opportunity to develop.

A good management skills in an administration of a business plays an important roles if we want to run a business corporation successfully. All the partners must be involved in this strategic management. The efficiency in the management is the most vital factor that we must take care of. We have to put our best effort in preparing this business proposal in order to accomplish our goals.

Marketing, production and financial aspect such as planning, organizing, leading and controlling is very important in business. This aspect is a complete term of management in which help to contribute towards our business goals.

Administration department responsible to determine the process in accomplishing the organization goals. Administration also needs to make sure that all the department within an organization cooperates with each other.

Besides that, administration department must be able to provide the employees better services. For instance welfare, allowances, SOCSO, EPF and other benefits to make the employees feel secure.

Administration department plays an important role in driving the factors of effectiveness and efficiency of the organization to make sure that the goal can be achieve.

Administration also must ensure that their organization in a good condition. This is because it will impact on the relationship between our organizations; customer and it also can encourage people to join and cooperate with our organization.