

**ENT300**  
**FUNDAMENTALS OF**  
**ENTREPRENEURSHIP**

**BUSINESS PLAN**

*Zillicious*<sup>™</sup>  
PRESERVE HAPPINESS FOREVER

**ZILLICIOUS ENTERPRISE**

**PREPARED BY**

NO.	NAME	UITM ID NO	GROUP CODE
1.	Siti Izzatun Nadirah bt Suhaili	2019210162	PHM1114D1
2.	Intan Natasha Binti Azhar	2019258794	PHM1114D1
3.	Nur Arisya Binti Hadrisam	2019682864	PHM1114D1
4.	Nur Aniesya binti Khairul Anuar	2019418022	PHM1114D2
5.	Faris Nabil Bin Sabtu	2019438688	PHM1114D2

**PREPARED FOR**

<b>LECTURER'S NAME</b>	<b>:</b>	<b>ABDUL HALIM BIN ABD HAMID</b>
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## **EXECUTIVE SUMMARY**

For this business plan, we chose to run on the business of manufacturing and production of flavored milk based products named 'MilkyBae'. The name of the company that has been registered with the Companies Commission of Malaysia is Zillicious Enterprise. Zillicious Enterprise is a partnership business formed on 15th December 2019. The flavored milk beverage products produced by us use the name 'MilkyBae' to convey the meaning of milk lovers. MilkyBae is said to be unique because the selection of three flavors we bring to MilkyBae is the rarest available on the market. The flavors include banana flavored milk, almond chocolate flavored milk and boba milk tea flavored milk. All of these milks are packaged in the form of drink pouches. The main activity of our business is to manufacture and distribute MilkyBae flavored milk drinks to our customers. We take orders from customers and immediately distribute to them so that the milk received by our customers remains fresh and in good quality.

We hope that with this business plan, we can use it to help run our business with a cohesive vision and mission. We can build better strategies to prevent our business from falling apart. After that, we can make progress to market our products to customers. This business plan helps us make better decisions. This is because a business plan allows us to determine the answers to some important business decisions in advance. This helps us remain accountable to our vision and mission, long-term strategy, and gain insight into how our strategies come together over time.

## 1.0 INTRODUCTION

### 1.1 BUSINESS DESCRIPTION

DETAILS	INFORMATION
<b>Name of business</b>	Zillicious Enterprise
<b>Business legal entity</b>	Partnership
<b>Nature of business</b>	Manufacturing
<b>Name of product</b>	MilkyBae
<b>Business location</b>	No.60, Lorong Perda Utama 6, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang.
<b>Date of commencement</b>	1st January 2020
<b>Factor in selecting the proposed business</b> <ul style="list-style-type: none"><li>- Workable and efficient.</li><li>- Growth potential is high.</li><li>- Has a high demand in the market.</li><li>- Less competition producing the same product in the market.</li></ul>	
<b>Future prospects of the business</b> <ul style="list-style-type: none"><li>- Market throughout Malaysia including Sabah and Sarawak.</li><li>- Market to neighboring countries such as Singapore and Brunei.</li></ul>	

### 1.2 PURPOSE OF BUSINESS PLAN

- To create an effective strategy for growth.
- To determine your future financial needs.
- To attract investors and lenders.
- To analyze and evaluate the viability of a proposed venture.
- As a guideline for managing the business.

## 1.5 BUSINESS LOCATION

- **Factors Influencing Business Location Choices**

Zillicious Enterprise's business location is located at No.60, Lorong Perda Utama 6, Bandar Perda, 14000 Bukit Mertajam, Penang. The factor influencing the choice of business location is because the monthly rental cost is very affordable, which is RM 5,000 per month for two lower and upper shop lots. Then, the distance from the source of raw materials for manufacturing activities is close. The factory where we get the raw materials is only located in the Bukit Minyak area, which is 10 km away and only takes 16 minutes from our business location. In addition, the area also has a high labor availability. Next, there are many transportation facilities around the area. These factors also influenced us to choose this location as the place of business of Zillicious Enterprise. Besides, this location is also not far from our customers because our business location is in the city where we can reach many customers. Lastly, the basic facilities here such as electricity, water, telephone, and internet are also excellent.

- **Office Location**

The business location is located in an area easily accessible to the public. The road to our business location is also easy to memorize and remember even without a signboard because our business building is adjacent to one of the main roads in Bandar Perda. If you pass on the main road, you will definitely see our business building. Our business building is a 22' x 70' two storey office shop. We rented the below shop lot as a factory where we process and produce MilkyBae products while the upper shop lot we rented it as a business office. The rental cost for the below shop lot is RM 3,000 per month and for the upper shop lot is RM 2,000 per month. The total amount to be paid for the rent of this building is RM5,000 per month.



Figure 1: Zillicious Enterprise building