

## BUSINESS PLAN FOR



## ENTREPRENEURSHIP (ENT 300)

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## CONTENT

	Content	Page
INTRODUCTION		1
1.0 Introduction		2
1.1 Purpose of Business		2
1.2 Company Background		3
1.3 Name of the Business		4
1.4 Business Logo		5
1.5 Partners Background		6-11
1.6 Partnership Agreement		12-16
ADMINISTRATION PLAN		17
2.0 Introduction		18
2.1 Organization Vision , Mission & Objective		19
2.2 Organization Chart		20
2.3 List of Administration Personnel		21
2.4 Schedule of Task & Responsibilities		22-23
2.5 Schedule of Pemunertion		24
2.6 Benefit of Partners		25-26
2.7 Administration Budget		27
MARKETING PLAN		28
3.0 Marketing Plan		29
3.1 Introduction		29
3.2 Objective		30
3.3 Product Description		30-31
3.4 Target Market		32-47
OPERATIONAL PLAN		48
4.0 Operational Plan		49
4.0 Introduction		49
4.1 Objective in Operating Plan		49
4.2 Process Planning		51-53
4.3 Operational Layout		54
4.4 Product Planning		55-56
4.5 Material Planning		57
4.6 Machine & Equipment		58-59
4.7 Manpower Planning		60-6
4.8 Operation Overheads Requirement		
4.9 Location Plan		

4.10 Business& Operation Hours	63-64
4.11 License , Permits & Regulations	64-65
<b>FINANCIAL PLAN</b>	<b>66</b>
5.0 Financial Plan	67
5.1 Introduction	67
5.2 The Importance of a Financial Plan	67
5.3 Financial Input	68-70
5.4 Project Implementation Cost Schedule	71
5.5 Depreciation Schedules	72-73
5.6 Sources of Finance Schedule	74-75
5.7 Performance Cash Flow Statement	76
5.7.1 Pro Forma Income Statement (Annually)	77
5.7.2 Pro Forma Balance Sheet	78
5.8 Forecasted Performance	79
5.9 Financial Ratio	80-81
Summary	82

## 1.0 INTRODUCTION

### 1.1 PURPOSE OF BUSINESS

- This business is based on partnership consisting of 5 members who hold important position in the company which are General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is RM15, 000 where the total contribution of each member is RM3, 000. Puff with meatballs is one of our famous puffs in our company.
- ASAM POP with tagline 'LET IT POP' is made up to make it viral among our customer.
- ASAM POP ENTERPRISE's company focuses on food production in Malaysia. ASAM is very popular in the past but now its popularity is kind of fading away from its own domain, which is our country.
- The company is concentrating on customers satisfactions. We will provide our customers with all the needs they need. We also attract customers from the youngest age to the oldest age.
- We will expect that our business will developed in the near future because our ASAM is an extraordinary and we also want to bring Malaysia's famous fruit to be well-known around the world.

## **SUMMARY**

Asam Pop involves in manufacturing `asam` powder, we will make sure that our customers will get only the high quality `asam` powder which are from our own recipes. After doing some research, we conclude that there is a high demand of our products from the people. Therefore, we see this as an advantage to grab the opportunity of making profit.

We only provide products that are fresh and halal for our customers and it is our pleasure to satisfy their needs and wants.

As conclusion, we are sure that we are able to cater to the needs and wants of our target market. We hope that we can be the main `asam` powder manufacturer not only in Johor but also in Malaysia. Furthermore, we also hope that our products can enter the international market in years ahead. We will give all of our efforts to make this hope comes true.