



اوبوركنسي تيكولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN OF TEMPE JOY

PREPARED BY :

NOOR ADZLIN BINTI SARLAN	2011488006
NURUL NABILA BINTI SALLEH	2011490616
NORDIANAH ADIBAH BINTI MOHD YUSUF	2011492376
NURUL HANIS SHAFIQA BINTI NOOR AZMAN	2011891862
NOORA'INI BINTI MOHD NOOR	2011472324

PREPARED FOR :

MISS ROSMAH BINTI ABD GHANI @ ISMAIL

GROUP:

JBM 111 6E

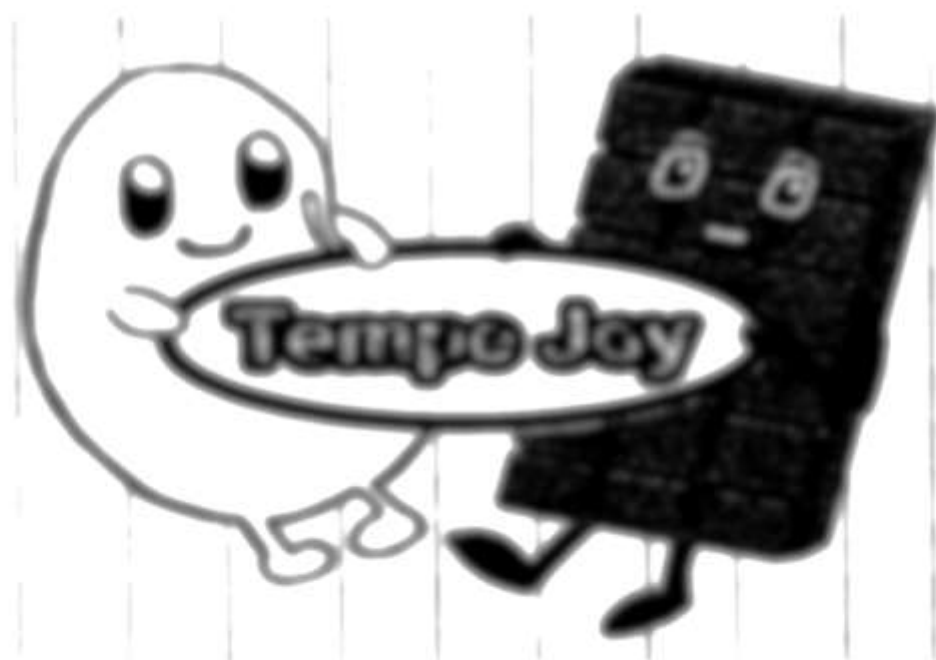
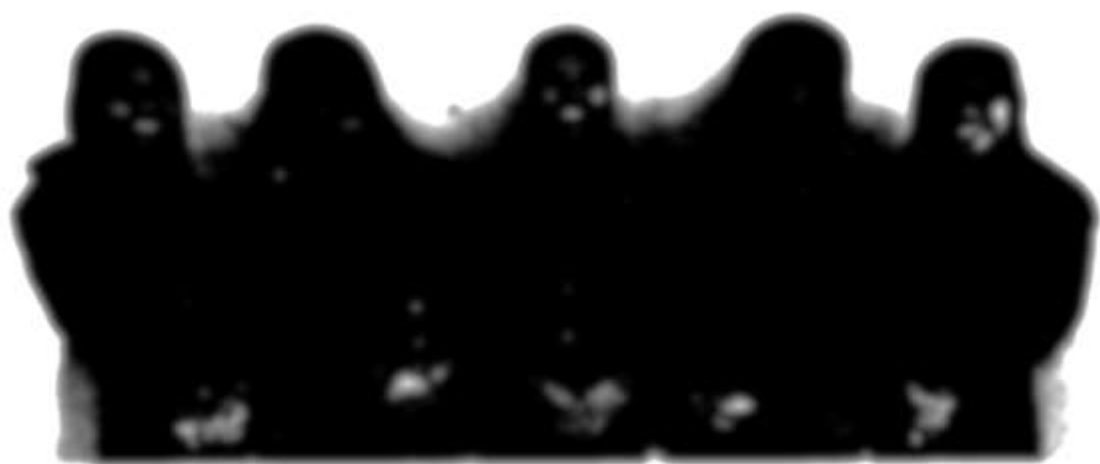


TABLE OF CONTENT

No.	TITLE	Page
1	ACKNOWLEDGEMENT	1
2	EXECUTIVE SUMMARY	2
3	1.0 INTRODUCTION	3
	1.1 Introduction	4 - 5
	1.2 Purpose of business plan	6
	1.3 Objective of business	7
	1.4 Vision	7
	1.5 Mission	7
	1.6 Company Logo	8 - 9
	1.7 Company Background	10
	1.8 Partnership Background	11 -16
	1.9 Location	17 - 19
	1.10 Partnership Agreement	20 - 27
4	2.0 ADMINISTRATIVE PLAN	28
	2.1 Introduction	29
	2.2 Objective of Administration Plan	30
	2.3 Organizational Charts	31
	2.4 List of Administrative Plan	32
	2.5 Schedule of Task and Responsibility	33 - 36
	2.6 Schedule of Remuneration	37
	2.7 List of Furniture and Fittings, Office Equipment & Supplier	38 - 47
	2.8 Business License	48
	2.9 Administration Budget	49

PERMISSION LETTER

Diploma in Business Study,
University Teknologi MARA (UiTM) Johor,
KM 12, Jalan Muar, 85009 Segamat,
Johor Darul Ta'zim

Miss Rosmah binti Abd Ghani @ Ismail,
Lecturer of fundamental of Entrepreneurship (Ent 300),
Faculty of Business Management,
University Teknologi MARA (UiTM) Johor.

12th DECEMBER 2013

Dear Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL ENT 300

Referring to our subject above, we would like to submit proposal of our project paper for our ENT 300 subject

2) This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administrations, marketing, operation and financial aspects.

3) We hope that this business plan will satisfy your requirements. Any lack or mistakes are fully our responsibility and we would appreciate any comments on our project in order for us to improve.

Thank you.

Yours sincerely,

.....

NURUL NABILAH BINTI SALLEH
(GENERAL MANAGER)



EXECUTIVE SUMMARY

Tempe Joy is a small enterprise that also known as one of Small Medium Enterprise (SME). Tempe Joy is established to sell creative and innovative of traditional tempe. Tempe Joy is using 100% high quality of tempe and other ingredients. Tempe Joy is a business owned and managed by 5 ambitious partners.

Tempe Joy is expected to discover and venture into food industry as we seek information and observation that involving in food enterprise will bring potential profit. Not only that, Malaysian is known as society that has deep love and passion in food. Thus we believe that our product is able to reach and attract customers.

Tempe has been known in our culture for cooking but we have innovated the ideas to something creative which is Tempe Joy, an exclusive tempe with high quality of chocolate in cookies form which customers can savour Tempe cookies as their new favorite munches. Besides that, customers may also benefits from eating soya bean or also known as vital resources for health.

In a nutshell, we visualize that our product may gain customers satisfaction and thus be marketed internationally. In addition, we anticipate that Tempe cookies can be accepted by all customers regardless where they are and sharing the satisfaction of Tempe cookies with people next to them.