



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

FWB SDN BHD.

PREPARED BY

MAXVICKLYE RAYNER ABID

2011313571

CHERNIETIKA BT. MADIUS

2011977793

ALFIANA BT. JOSEPH

2011505247

LYDUINA BT. TAIM

2011384121

FLORISSA FLORIST MOSIUN

2011385745

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MAKASSAR  
UNIVERSITY  
FACULTY OF  
ECONOMICS AND  
BUSINESS  
MANAGEMENT

## INTRODUCTION

FWB Sdn. Bhd. is a shop located at Wisma Merdeka Kota Kinabalu. Products which are available in this shop are cake, biscuits, juice and snacks. As this shop provide many type of Banana product, this shop is suitable for all community level from child into adult.

Besides that, this shop is also an advantage for all banana lovers. The service that provided by this shop also good and it will give high satisfaction to the customer.

Other than that, FWB Sdn. Bhd. is also providing a place for those who are willing to celebrate an event such as birthday party, reunion party, and so on. We will give a high quality service from them.

## BUSINESS PLAN PURPOSES

This business plan was prepared by for the purpose of:

- 1) As a guideline in managing the business or the proposed venture.
- 2) To determine whether this business able to compete in the market that full with established competitor.
- 3) To grab the business opportunities in the local market as well as to promote banana's product in Sabah.
- 4) To exposed and encourage the numbers of Bumiputera involvement as an entrepreneur for being involved in this business.
- 5) To commercialized the banana product business as well as to attract foreign countries to import the product.
- 6) To fulfill the requirements of the ENT300 subject.

## INTRODUCTION

Administration management is one of the most important in organizing a business plan. Any business organization may require administrative executive as it have a significant in order to ensure the business moves efficiently and effectively. The functions of administrative manager involve in planning, organizing, directing or leading and controlling the business. The administration manager has the responsible to arrange their business in order to achieve their goals. All the workers under the company are organized beneath administrative to ensure the business running smoothly.

The administration manager need to develop a proper planning in order to ensure all the resources is being fully utilized. In order to achieve goals, a proper planning involves goal setting and an action should have been taken. There are mission and vision made in every business plan. Business vision is long term goal while business mission is a short term goal. So, administration manager is the one who take an action to manage the organization in sequence to achieve the business mission and mission. In order to achieve all of these goals, administration manager require the knowledge of the company.

Second function of management is organizing. The administration manager should resolve a task to be completed. Besides, the administrative manager has to decide who will do the tasks and determine how those tasks will be managed and coordinated. This task must be organized first because different position of workers have different task to do. The admin have the responsibility in coordinating the workers, where a different task should be given to a workers based on their work specification.

The third function of managements is the admin must have the capability in directing or leading their subordinates to work together to achieve the organization goals. The admin have to motivate the other workers in order to achieve the mission and vision. It is important to have motivator in an organization to lead and keep them in the right way for doing their job. The admin must try to understand an individuals and group behaviour. It is important to have a discussion with their subordinates and then will be able to motivate them.

Last but not least, the admin should have the ability to control. What has been planned and the actual result need to be identified. This is done so that the organization is performing as what had been planned. The admin must be able to control the organization so that what their do is in line with their goals. Corrective action should be done by the admin in turn to adjust the plan back to their basic objective if the organization is not going towards the goal.

### **OBJECTIVE OF ADMINISTRATION PLAN**

- i. To manage the organization in order to achieve the goals
- ii. To meet the customers' satisfaction and go beyond their expectations.
- iii. Keep the welfare of the worker