



اَوْبُوْ سَبِيْتِيْ تَيْكُونُو لَو كِيْ مَبَارَا
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN REPORT



PROBIOLICIOUS

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TABLE OF CONTENT

EXECUTIVE SUMMARY	6
SECTION I: INTRODUCTION	8
1.0 COMPANY BACKGROUND	8
1.1 OWNER'S BACKGROUND	9-14
1.2 PURPOSE OF THE BUSINESS PLAN	15
1.3 DESCRIPTION OF BUSINESS	15-16
1.4 INDUSTRY BACKGROUND	16-17
1.5 BUSINESS LOCATION	18-19
SECTION II: PRODUCT OR SERVICE DESCRIPTION	20
2.0 PRODUCT AND SERVICE	20
2.1 UNIQUENESS OF PRODUCT AND SERVICE	21
SECTION III: MARKETING PLAN	22
3.0 MARKETING OBJECTIVES	22
3.1 TARGET MARKET	23
3.2 MARKET SIZE	24
3.3 COMPETITION	25
3.4 MARKET SHARE	26
3.5 SALE FORECAST	27
3.6 MARKETING STRATEGY	28
3.6.1 PRODUCT OR SERVICE STRATEGY	28
3.6.2 PRICING STRATEGY	28
3.6.3 PLACE STRATEGY	29
3.6.4 ADVERTISING AND PROMOTION STRATEGY	30
3.7 MANPOWER PLANNING	31
3.8 MARKETING BUDGET	32
SECTION IV: ADMINISTRATION PLAN	33
4.0 THE VISION, MISSION AND OBJECTIVES	33
4.1 ORGANIZATIONAL CHART	34
4.2 LIST OF ADMINISTRATION PERSONNEL	34
4.3 SCHEDULE OF REMUNERATION	35
4.4 SCHEDULE OF TASK AND RESPONSIBILITIES	36-39

4.5 LIST OF EQUIPMENT	40-41
4.6 LIST OF FIXTURE AND FITTING	42-46
4.7 ADMINISTRATION BUDGET	47
SECTION V: OPERATION PLAN	48
5.0 PROCESS PLANNING	48
5.0.1 FLOW CHART OF RECEIVING RAW MATERIAL PROCESS	48
5.0.2 FLOW CHART OF THE PRODUCTION OF GUMMY BEAR HEALTH & NUTRITION SUPPLEMENT	49
5.0.3 FLOW CHART OF DELIVERY PROCESS	50
5.0.4 PRODUCTION SYMBOL	51
5.1 OPERATIONS LAYOUT	52
5.2 PRODUCT PLANNING	53
5.3 MATERIAL PLANNING	54
5.3.1 RAW MATERIALS	54
5.3.2 BILL OF RAW MATERIALS	55-56
5.3.3 MATERIAL REQUIREMENT SCHEDULE	57-58
5.3.4 RAW MATERIAL SUPPLIER	59
5.4 MACHINE AND EQUIPMENT PLANNING	60
5.5 FIXTURE AND FITTINGS	60
5.6 MANPOWER PLANNING	61
5.7 OVERHEADS REQUIREMENT	61
5.8 LOCATION	62
5.9 BUSINESS AND OPERATION HOURS	63
5.10 LICENSE, PERMITS AND REGULATIONS REQUIRED	64
5.11 OPERATIONS BUDGET	65
5.12 PROJECT IMPLEMENTATION SCHEDULE	66
5.12.1 SCHEDULE OF PROJECT IMPLEMENTATION	66
5.12.2 GANTT CHART OF IMPLEMENTATION SCHEDULE	67
SECTION VI: FINANCIAL PLAN	68
6.0 FINANCIAL INPUT	68
6.1 BUDGET	69
6.1.1 ADMINISTRATIVE BUDGET	69
6.1.2 MARKETING BUDGET	70
6.1.3 OPERATIONS BUDGET	71
6.2 TABLES	72

EXECUTIVE SUMMARY

Probiolicious company got their name from combining two words which are “Probiotic” and “Delicious”. The name of the company is created based on our product that offers health supplements with probiotics and is enjoyable to eat everyday. Our main objective is to make an awareness and spread the knowledge about the benefits of probiotics supplement to worldwide consumers . Other than that, we also focusing on the people who have malnutrition, people that practise unhealthy diet in daily life and the problem of poor memory of a person, including the elderly with dementia.

Probiolicious company also a partnership type of company where there are six parties jointly manage to form a business and agree to share risks, profits and losses. The backbone of the company consist of general manager, administrator, advertisement manager, financial controller, marketing manager and human resources. Every of them have their own functions, skills and experience that may bring glory to the company.

Our main product is NuTreeMy Health and Nutritional Gummy Bear which is the specialty of Probiolicious company. It is a health supplement that contains probiotics and complete nutrients that promote growth and maintain overall health in the form of a ‘gummy bear’. In fact, this product is rare in the stock market because a lot of supplements come in pills, tablets, powder or liquid. In addition, the product is sold for RM90 per bottle that contains 30 pieces of gummy bear. The price is in accordance with the benefits contained in the supplement compared with other product that average RM100 per bottle.

This company started to operate actively at the beginning of 2022 at Shah Alam, Selangor. We believe that our root in this place will eventually grow because Selangor can be considerate as the cornerstone and economic powerhouse of Malaysia. It is the most developed states in the country with a stable socioeconomic environment and well-developed infrastructure. To manage the company and ensure the quality of product, all workers including managers need to meet requirement at least having a diploma and experience in business management. We also preserve the quality in the product using the current technology and ensure the formula is halal and safe for everyone to consume it.

To conclude, Probiolicious company serve the society with the utmost services and outstanding ability. We have our own tactic in order to achieve our goals which is to make our product as Malaysia first choice of healthy supplement. We also prepared our strategy in the upcoming years including financial plans, customer services goals or product development and affirmed to the best of one's ability.