



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Kujuruteraan Mekanikal

GROUP ASSIGNMENT 4 – BUSINESS PLAN

Prepared by:

WAN NURMUHAMMAD BIN WAN MOHAMED TARMIZI (2019201038)

MUHAMMAD SHAZMIL IZZAT BIN MOHD SOHAIMI (2019442852)

MUHAMMAD AFIQ BIN ABDULLAH SHAIFFUDIN (2019403592)

MUHAMMAD IZZAT BIN SHAMSUL BAHRI (2019224108)

MOHAMMAD FALIQ BIN FADZIL (2019431636)

Prepared for:

ENT300

Fundamentals Of Entrepreneurship

Ms. Nur Zaidani Wati Mohd Darwis

Submission Date:

3RD February 2022

Table of Contents

1	Executive Summary	5
2	Business & Owner Description.....	Error! Bookmark not defined.
3	Administration Plan.....	6
3.1	Organization Chart	8
3.2	Administration Personnel	8
3.3	Schedule Of Task & Responsibilities	9
3.4	Schedule Of Remuneration.....	10
4	Marketing Plan.....	12
4.1	Marketing Objectives	12
4.2	Product and Services Description.....	12
4.2.1	Product	12
4.2.2	Services	12
4.3	Target Market.....	13
4.4	Market Trend and market Size	13
4.5	Population in Bandar Baru Bangi.....	13
4.6	List of Competitors.....	14
4.7	Competitors Analysis	15
4.8	Market Shares.....	15
4.9	Sales Forecast.....	17
4.10	Summary Sales Forecasting For 2021	18
4.11	Second-Year and Third- Year Sales Forecasting.....	18
4.12	Marketing Strategy	19
4.12.1	Product/Service Strategy	19
4.13	Pricing Strategy	20
4.13.1	Competitive pricing:.....	20
4.14	Place and Distribution Strategy.....	20
4.15	Promotion Strategy	21

4.16	Marketing Budget.....	22
5	Operation Plan	23
5.1	Introduction of Operation Plan.....	23
5.2	Objectives in Operation Plan	23
5.3	Process Planning	24
5.4	Operation Layout.....	26
5.5	Production Planning	27
5.6	Material Planning	28
5.6.1	List of Suppliers	28
5.7	Machine and Equipment Planning.....	29
5.7.1	List of Machine and Equipment.....	30
5.8	Manpower Planning	36
5.9	Overhead Requirement.....	37
5.10	Location Plan.....	38
5.11	Business and Operational Hours.....	38
5.11.1	License, Permit and Registration Required	39
5.12	Operation Budget	41
5.13	Implementation Schedule	41
6	Financial Plan	42
7	Appendices	52

1 Executive Summary

1.1 Mission

- To be the best coffee shop in Bandar Baru Bangi
- A well-known coffee shop amongst the coffee drinker community

1.2 Vision

- To be the leading Coffee Roaster and purveyor of gourmet coffees and food service products around the world by offering the guiding principles of integrity, quality, service and relationship.

NAME	GRIND HAUZ CORPORATION
BUSINESS NAME	GRIND HAUZ
SERVICES	COFFEE SHOP
DATE OF COMMENTMENT	1 January 2021
DATE OF REGISTRATION	24 November 2020

2 Business and Owner Description

2.1 Introduction

Grind Hauz is a coffee brewing firm that specialises in serving only the highest quality coffee available on the market. Grind Hauz, based in Bandar Baru Bangi, aspires to be the most fabulous coffee shop in the area so that it is widely recognised throughout society.

2.2 Objectives

- Maintain a high standard of food quality and service.
- Provide first-rate live entertainment without a cover charge.
- Ensure a friendly comfortable atmosphere.
-

2.3 Team Member

A. MOHAMMAD FALIQ BIN FADZIL

ROLE: Main Shareholder

OWNERSHIP: 20%

SKILL:

- Good in communicating
- Good leadership and expert in handling business.

B. MUHAMMAD AFIQ BIN ABDULLAH SHAIFFUDIN

ROLE: Shareholder

OWNERSHIP: 20%

SKILL:

- Good in technology