



FACULTY OF PHARMACY, UNIVERSITI TEKNOLOGI MARA

**ENT300 – FUNDAMENTALS OF ENTREPRENUERSHIP**

**BUSINESS PLAN**

## **BLOSSOMS FRIED CHICKEN**



<b>Student's Name</b>	<b>Student ID</b>	<b>Group</b>
1) SITI NUR AYUNI BINTI ABD NASIR	2020235652	P2PH1104E2
2) SYARAH AIMI NAZURAH BINTI ISKANDAR	2020893344	P2PH1104E2
3) SYAFIQAH BINTI RAMZAN	2020600736	P2PH1104E2
4) PUTRI RIEMERION BINTI RAZALI	2020463386	P2PH1104E1
5) WAN NOR SAZRINA IZZATI BINTI WAN MOHAMAD HELMI	2020842634	P2PH1104E2

Lecturer's Name: MADAM NOR HIDAYAH BINTI HARUN

Date of Submission: 22<sup>ND</sup> JULY 2022

**This business plan contains:**

No.	Content	Page
I	Table of Contents	1
II	Executive Summary	2
1	Chapter 1: Introduction	3 - 13
2	Chapter 2: Marketing Plan	14 - 27
3	Chapter 3: Operational Plan	28 - 42
4	Chapter 4: Organizational Plan	43 - 49
5	Chapter 5: Financial Plan	50 - 56
6	Business Model Canvas (BMC)	57
7	Conclusion	58
8	Appendices	59 - 61

## **EXECUTIVE SUMMARY**

### **Purpose**

The purpose of this business plan is to expose and increase the knowledge among the students about how to start a business and also the processes of how to plan to run a business, whether starting from the scratch or starting with readily owned business by family. On top of that, we have decided to start plan our business, Blossoms Fried Chicken by opening a fast-food restaurant that sells fried chicken products to satisfy the customers crave for their favourite fast-food, fried chicken. We have planned to set up our business in Kepala Batas, Pulau Pinang as we have done some research and identified that the location is strategic and can attract people regardless of age to come and taste the deliciousness of our fried chicken. Our business was named Blossoms Fried Chicken suggested by the General Manager, and have been agreed by the rest of our business partners. Our business consists of five partnerships that have their own tasks and responsibilities to make sure our business running well.

### **Highlight & Points**

Blossoms Fried Chicken aims to offer our products to the potential customers using high-quality ingredients and cooked with love that will satisfy our customers crave for fried chicken from their first bite. For your information, we will be selling our fried chicken with variety of prices, starting from RM1, RM2 and RM3 per piece, depending on the size of the fried chicken. It is because we want to make sure everyone can buy our products, based on their budget. We are also looking forward to provide delivery service by using FoodPanda and GrabFood delivered to our customers who are too busy or too lazy to go out. Moreover, we will constantly pay attention to our target market to make sure that they will constantly be the dominant target market in our business, and to make sure they will crave for more of our fried chicken, meet their expectations which include quality, quantity and time. From the financial perspective, we expect to raise our profit and sales in the first year, second year and the third year of the business plan.

### **Results**

Last but not least, we are hoping that we will able to identify our business strengths and weaknesses from time to time and will get into the worldwide market.

## 2.1 INTRODUCTION TO MARKETING

### 2.1.1 Marketing Objectives

1. The total marketing activity needs to be planned and implemented in a systematic manner in order to achieve the business objectives.
2. To ensure that customers are attracted and motivated to purchase the product or service offered.
3. To sustain and increase sales by encouraging repeat purchases.
4. To apply a basic set of ethics that protect the society at large from any harm that can result from the business marketing activities or usage of the product.

## 2.2 INTRODUCTION TO PRODUCT

1. The proposed product : **Fried Chicken**
2. Product brand : **Blossoms Fried Chicken**
3. Selling price : **RM1 - RM20**
4. Product benefits : **Fried chicken is a snack or fast food that can be enjoyed by all ages of people**
5. Product competitive advantage: **The products can be purchased at a cheaper and affordable price compared to the other competitors' brands**

### 2.2.1 Market area and business location

Blossoms Fried Chicken is located in No 17, Ground Floor Mydin Mall Bertam, Bandar Putra Bertam, 13200 Kepala Batas, Pulau Pinang.

### 2.2.2 Collect information and data of customers (Population)

Blossoms Fried Chicken which takes place in Kepala Batas is a part of Seberang Perai Utara, Pulau Pinang. Based on the website of Seberang Perai City Council, it stated that the population in Seberang Perai Utara in 2020 is about 405,100 residents within area of 261.12 km<sup>2</sup>. Meanwhile, the population in Kepala Batas is 82,925 residents within area of 99.2 km<sup>2</sup>, with the population density of 836.3 / km<sup>2</sup>. Kepala Batas is mainly an education city as there are a lot of education academy can be found in Kepala Batas. Thus, our target market for “Blossom’s Fried Chicken are:

1. Local residents.
2. Teenagers
3. Students.
4. People who loved fried chicken or fast food.

### 2.2.3 Segmenting the market

1. Demographic (age, occupation, gender, education, income, family)

Table 1: Market Segmentation

Market Segment	Segment Population
Teenagers	20,000
Adult	25,000
Higher Learning Students	17,000
Senior citizens	8,000
Others	12,000
<b>Total</b>	<b>82,000</b>