



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

ROTOLLI JAM

FACULTY OF PLANTATION AND AGROTECHNOLOGY
DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

SEMESTER : 5
PROJECT TITLE : Rotolli Jam
GROUP MEMBERS :
1. NERISSA GEOFFREY (2016669088)
2. ALWIN OCTAVIAN AK BIDOL (2016680412)
3. EHELISIE ELRIN SPENCER (2016609062)
4. MOHD IRFAN AJMAL (2016677772)

PREPARED FOR
SITI FARAH BINTI LAJIM

SUBMISSION DATE
11TH DECEMBER 2018

LETTER OF SUBMISSION

Diploma in Planting Industry Management.
Semester 5
Universiti Teknologi MARA (UiTM), Kampus Mukah,
KM 7.5, Jalan Oya,
96400 Mukah,
Sarawak.

Mdm Siti Farah Binti Lajim
Entrepreneurship (ENT300)
Universiti Teknologi Mara (UiTM), Kampus Mukah,
KM 7.5, Jalan Oya,
96400 Mukah,
Sarawak.

SUBMISSION OF BUSINESS PLAN

Referring to the matter above, we would like to submit our business plan that we finally completed based on the guidelines and procedure of the business plan. The business that we proposed is Rotolli Jam. Together with this letter, we submit the business plan.

2. First of all, we would like to thank Mdm Siti Farah Binti Lajim for your help and guidance throughout this project.
3. We hope that the business plan can be applied for future use and bring benefits for those who are interested in doing the same business venture.
4. Therefore, we hope that this business plan report will meet your requirement for the course Fundamental of Entrepreneurship (ENT300). We appreciate any comments or suggestions.

Thank You.

Yours sincerely,

.....


NERISSA GEOFFREY
(General Manager)

EXECUTIVE SUMMARY

This business plan is based on the partnership where it consists of 4 members who hold 2 important positions at once in the company. We had decided to name our company and jam as Rotolli Jam. It will be commenced on the 1st June 2018 and registered as a partnership business. The business is located in Kuching-North and the address is Lot. 12641, The Hub@Matang, Jalan Matang, Kuching. The total amount of contribution of each partner is RM10,000.

Rotolli Jam is a start-up business and this business is based on food and beverages. We chose this business because we can see that our business can go further due to the fact that Kuching-North has its own attraction. Kuching-North is crowded with teenagers, particularly school and college students from all over Sarawak, who seek for dietary foods. Because of that the food business is right business to be done.

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1.1 INTRODUCTION TO THE BUSINESS

- I. **Name of the business** : Rotolli Jam
- II. **Nature of business** : Partnership
- III. **Industry profile** : Food and beverages
- IV. **Business location** : Kuching-North
- V. **Date of commencement** : 1st June 2018

- VI. **Factors in selecting the proposed business** :
 - a) Sarawak first '*Terung Asam*' Jam.
 - b) Does not contain artificial flavouring and preservatives
 - c) The first fruit jam in Kuching-North.

- VII. **Future prospects of the business** :
 - a) To become the main producer of '*Terung Asam*' Jam
 - b) To become the producer of high quality of '*Terung Asam*' Jam