



**UNIVERSITI TEKNOLOGI MARA
(CAMPUS SAMARAHAN 2)**

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA OF OFFICE MANAGEMENT AND TECHNOLOGY
(BM118 5B)

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP
(SQUISITO MOBILE ROJAK)

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1.0 OBJECTIVES

As a general manager to be supervisory effectiveness is largely influenced by the amount of leadership ability and skill the manager possesses. It also requires greater leadership skills than others.

- To use of the ideas, suggestions and recommendations of the members or subordinates.
- To jointly establish objectives regarding the task performed by the employees.
- To give the members considerable freedom and provide them with very little assistance as they carry out their assigned job task.
- To expect the members to maintain a high level of output regardless of the impact of productivity expectations on the employees.

1.1 EXECUTIVE SUMMARY

Squisito Mobile Rojak is offering the public especially for the tourists and also the local peoples about various homemade of rojak and services using a truck. The various homemade rojak are all on the menu. This business also will allow the tourists and the local peoples to get a taste of some of our food in Malaysia.

The Squisito truck will be operated by partners themselves and our staffs. Together we have a knowledge and some experience about managing the business industry.

Squisito Mobile Rojak will be operating at Waterfront Kuching. The Squisito's main offices are located at Taman Timberland, 3rd mile, Rock road, 93250 Kuching, Sarawak. The food truck will be operating at Waterfront Kuching. The location of main office will also require some additional renovation to update the space to place the office equipment and also the space for food processing and foods storage.

Sales projection assumes 30, 000 of customers per month resulting in monthly sales of just about RM504, 000 annually. Total start-up cost will be RM60, 064 of which will be contributed by the owners.

2.0 INTRODUCTION

Marketing is defined as the activities that are carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices. As we already know that this era was known as the "Production Era" whereby the focus was on the internal capabilities of the firm and not the needs and desires of the marketplace.

Now competition came in numbers and companies began to adopt a sales orientation and aggressive sales techniques. Marketing efforts are focused on the new and prevalent concept of marketing, which is, satisfying the customer's needs and wants. Besides that, it also an exchange activity that takes place between the business entity and its customers. The customers can include individuals, other business entities and support organizations. Then, marketing also is a critical activity in any business because it forms the backbone to the total business effort in achieving a profitable outcome.

We believe that the existence of marketing can make our business become famous, bringing more profit and also promoted more widely. The ways we promote something commonly basis on the consumer needs and wants that are constantly changing from time to time. It is to ensure that our product and services attracted and suitable for them. To fulfil the wants and needs we must the identified the definition of the human where it mean as basic physiological requirements in one life. While, wants are define as unfulfilled needs that are often influence by ones culture, social upbringing, personality and religion. If these two item complete then it can create and effective marketing. Marketing concept based on the philosophy that all marketing activities must satisfy customer needs and wants, and at the same time achieve the targeted profits. The most factor that they are focused which is customer satisfaction first and then profit, is considered a long-term view to doing business. A dissatisfaction customer is not likely to repeat purchases and may influence others to