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**BUSINESS NAME**

**PRODUCT NAME**

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## **ACKNOWLEDGEMENT**

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# **TABLE OF CONTENT**

**Table of Content**

<b>Table of Content</b>	<b>Pages</b>
<b>EXECUTIVE SUMMARY</b>	<b>ix - x</b>
<b>1.0 INTRODUCTION:</b>	<b>1 – 7</b>
<b>2.0 ADMINISTRATION PLAN</b>	<b>8 – 19</b>
<b>3.0 MARKETING PLAN</b>	<b>20 – 29</b>
<b>4.0 OPERATION PLAN</b>	<b>31 – 43</b>
<b>5.0 FINANCIAL PLAN</b>	<b>44 – 53</b>
<b>6.0 BUSINESS MODEL CANVAS (BMC)</b>	<b>54 – 55</b>
<b>7.0 CONCLUSION</b>	<b>56 – 57</b>
<b>REFERENCES</b>	<b>58 – 59</b>

# **EXECUTIVE SUMMARY**

## ***Executive Summary***

Stop N Kobab is a place where you can find variation of kebab with a wonderful taste for affordable price for all kebab lover and of course with our priority objective to make every person can fell in love with our kebab. Our primary target is focused in Johor Bahru city area to start our business by targeting a buyer of teenager this food would likely to attract a teenager to taste a thing they never had before. We will take advantage of teenager that will like our food to promote it to social media as teenager nowadays like to make everything that they like viral and we sure with this kind of advantage we can attract a lot of customers to come to our stall. Our business is run by five main job which are general manager, administration manager, financial manager, marketing manager and operation manager. All of us have a significant part to play in this firm, and together we will ensure its success. From our observation we are sure that our business will gain a profit after doing a survey with aspect of competition with other same business, our product quality, price etc. All of that after combined with our marketing strategy, we are sure that our business will become a great success in future by achieve to be a better kebab seller in Malaysia.

# **1.0 INTRODUCTION**



## **1.0 INTRODUCTION**

### ***1.1 Name of The Business***

The name of the business is "Stop n' Kobab" and this is a partnership company of 4 beginner businessmen in Johor Bahru. This business provides two side dishes which is "roti pita" and beef or chicken wrap. The customers can choose the ingredients and topping for the "roti pita". The word "Stop" is to give the attention to people who walk in front of our stall too see our menu. The business runs with a stall, and it is located at Johor Bahru town. The word "Kobab" attracts many customers because it is a common word that everyone said when they talk to their friends.

### ***1.2 Nature of The Business***

Stall in the night market, small cuisine operations, and more are all part of the food especially chicken and beef. Work in this sector might include everything from preparation to cooking and serving food.

#### **1.4 Location of The Business**

The location of our business is targeted at Dataran Johor Bahru. The main reason is because Dataran Johor Bahru are one of the famous hotspot locations which flooded with tourist, and it is one of the places that still active until midnight. The place also is near to the Padang Seri Gelam which always have a football event. So, it is the greatest opportunity to do a business there.

#### **1.5 Date of business commencement**

Our business collaboration which is Stop N' Kobab had been registered since 18<sup>th</sup> August 2018. We started running our business commencement on 5<sup>th</sup> December 2018 with only two stalls been opened back then. Until now, we have spreaded our franchise in several places.

#### **1.6 Factor in Selecting the Proposed Business**

The major factor of selecting this business is we are expert in cooking field. We can use this opportunity to impress people by tasting our food in order to make our brand become more famous. We can easily grow our business all around the country with a strong fanbase. Of course, we are aiming to become very successful and well-known brand. Other than that, financial and budget that we have can afford to open this business since our type of business is partnership business. This is great decision for beginner like us comparing to open by on your own. We can share ideas to make sure our business can operate longer to gain high profit. Lastly, passion of each member for this business is one of the factors also. Being passionate about our business is a must because we want it to become a reality.

### ***1.7 Future Prospects of the Business***

For the short term, we are aiming to set 100 000 selling in one year. It is to confirm that we have a strong fanbase to a set a new target for the business. Other than that, we want to upgrade our stall to ensure our customer can experience a good environment. For example, providing few tables and chairs for customers while they are waiting for their orders. For the long term, we want to open at least one branch for every state in Malaysia. It is easy for customer because they don't need to waste their time to travel far away since our new branch is nearer from their house.

## **2.0 ADMINISTRATION PLAN**

## **2.0 ADMINISTRATION PLAN**

### *2.1 Introduction to Organization*

#### **VISION**

Stop n' Kobab aims to become the most famous kebab seller all around the world and serve the best kebab for kebab lover and let them experience the joy of delicious food they ever experience.

#### **MISSION**

Stop n' Kobab strives to attract people's interest about kebab to ensure the stability of our business with a strong fanbase.

#### **MOTTO**

"Every day is Kebab Day"

Our motto wants to encourage people to think about kebab every day. Even though kebab is most likely a dessert, but it is not impossible to assume people are going to eat it at least once in a day. It is our main priority to make sure people have a good impression about kebab, so they feel worth to buy.

## **OBJECTIVE**

- ❖ Serve the best and delicious kebab in Malaysia.
- ❖ To open a lot of branches within three years.
- ❖ To be known all over the place in Malaysia.

## **SHORT TERM GOALS**

- ❖ Our stall gets known and acceptance by community in Johor within six months.
- ❖ Getting profits within five months to maintain our stall production and ensure our stall can operate longer.
- ❖ Receive at least 100 customers on first day launching.
- ❖ Receive a lot of feedbacks from customers to improve our services and production.
- ❖ Can give satisfaction to our customers with our kebab.

## **LONG TERM GOALS**

- ❖ Have a strong fanbase in social media such as TikTok, Instagram, Facebook and Twitter to help us promote our business.
- ❖ Successfully open one branch for each state in Malaysia within 2 years.
- ❖ Manage to turn our stall business to one big company.
- ❖ Provide new menu for customers so they don't get boring with the same menu.

## **BUSINESS AND LOGO DESCRIPTION**

Our business name is Stop N' Kobab. We choose this name because it is symbolizing our business operation. Since our business using concept of stall, people can easily imagine how our business works. People just have to stop by to order it and wait in their car while we are preparing their foods. That's why we named our business "Stop N' Kobab". It is similar to drive thru in McDonald and Starbucks.



Figure 2.1.1

Our logo may look simply but each detail in this logo brought its own meaning and ambition for our business.

- The earth on the top means we want to be well - known in this world.
- The crown symbolizes our achievements in business field. It also shows how success this business is.
- Leaves indicates our customers. "Stop N' Kobab" in the middle with a lot of leaves between the name shows that this business is strong because of support that we receive from the community. We can assume that leaves as wings for us to rise and keep pushing to be on top of the world.

"Every day Is Kebab Day!" is our motto. The reason we chose this motto is to let people always remember about kebab and make kebab as their main menu every day.

## 2.2 Organization Chart

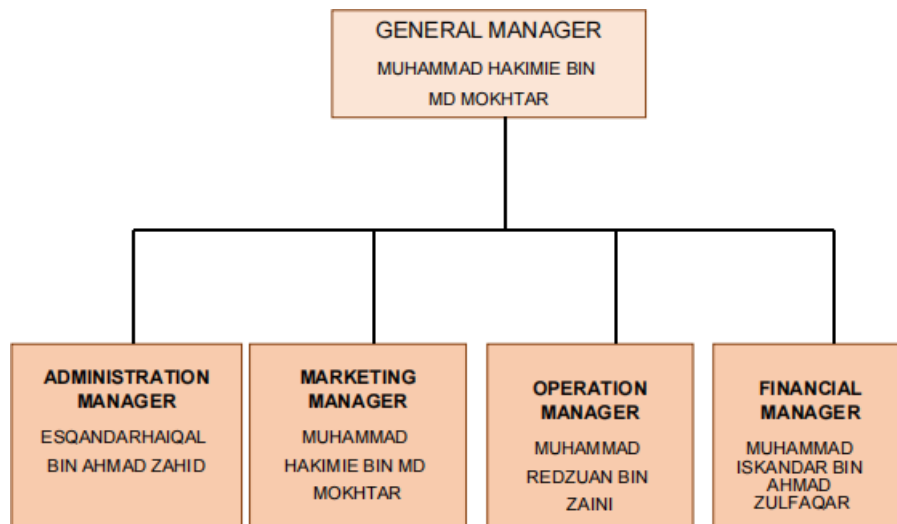


Figure 2.2.1



### 2.3 Administration Personnel

**Table 1:** List of Administration Personnel

POSITION	NO OF PERSONNELS
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1

**Table 2:** Schedule of Tasks and Responsibilities

POSITION	TASK AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none"> <li>• Responsible in monitor organization's movements.</li> <li>• Improve staff and low-level manager's skills.</li> <li>• Hiring new employees if needed.</li> <li>• Responsible to make decisions.</li> <li>• Making sure all objectives, mission and vision can be achieved.</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>• Plan, coordinate and manage all procedures and systems about administration.</li> <li>• To determine the office equipment and supplies.</li> <li>• Handling staff's salary.</li> <li>• Responsible to manage the system systematically.</li> <li>• To develop organization chart.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• Responsible to attract people buying our products.</li> </ul>

	<ul style="list-style-type: none"> <li>• Manage business's social media such as Facebook, Instagram and TikTok.</li> <li>• Provide marketing strategies to gain more profits.</li> <li>• Analyze every feedback from customers to improve our service.</li> <li>• Must have creativity in promoting our products.</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>• Responsible in providing every facility needed.</li> <li>• Analyze data to calculate the cost-benefit ratio.</li> <li>• Monitor employee schedules.</li> <li>• Responsible in inventory management.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>• Provide accurate financial report of business to identify loss or profit.</li> <li>• Responsible in control cash flow and developing cash flow statements.</li> <li>• Monitor the movement of inventories.</li> <li>• Control the risk of over budget in during operation.</li> </ul>

**Table 3: Schedule of Remuneration**

<b>POSITION</b>	<b>NO.</b>	<b>MONTHLY SALARY, RM</b>	<b>EPF, RM (13%)</b>	<b>SOCSSO, RM (1.75%)</b>	<b>TOTAL, RM</b>
General Manager	1	2000.00	300.00	35.00	2335.00
Administration Manager	1	2000.00	300.00	35.00	2335.00
Marketing Manager	1	2000.00	300.00	35.00	2335.00
Operation Manager	1	2000.00	300.00	35.00	2335.00
Financial Manager	1	2000.00	300.00	35.00	2335.00
<b>TOTAL</b>	<b>5</b>				<b>11675.00</b>

## 2.4 Office Equipment and Supplies

**Table 4:** List of Office and Supplies

<b>TYPE</b>	<b>PRICE/UNIT (RM)</b>	<b>QUANTITY</b>	<b>TOTAL (RM)</b>
<b>EQUIPMENT</b>			
Laptop	1000.00	1	1000.00
Smartphone	1000.00	1	1000.00
Cash Register	230.00	1	230.00
Printer	180.00	1	180.00
Table	60.00	6	360.00
Chair	49.00	5	245.00
Air Conditioning	1000.00	2	2000.00
Photocopy Machine	500.00	1	500.00
<b>TOTAL</b>			<b>5515.00</b>
<b>SUPPLIES</b>			
Pen	5.00	3	15.00
Calculator	8.50	3	25.50
A4 Paper	60.00	2	120.00
Printer Ink	40.00	5	200.00
<b>TOTAL</b>			<b>360.50</b>

## 2.5 Office Furniture's and Fittings

**Table 5:** List of Office and Fittings

<b>TYPE</b>	<b>PRICE/UNIT (RM)</b>	<b>QUANTITY</b>	<b>TOTAL (RM)</b>
Fan	600.00	1	600.00
Sofa	310.00	1	310.00
Small cabinet	80.00	2	160.00
Refrigerator	630.00	1	630.00
Metal Cupboard	300.00	1	300.00
<b>TOTAL</b>			<b>2000.00</b>

## 2.6 Administrative Budget

**Table 6:** Administration Budget

<b>ITEMS</b>	<b>FIXED ASSETS (RM)</b>	<b>MONTHLY EXPENSES (RM)</b>	<b>OTHER EXPENSES (RM)</b>
<b>Fixed Assets</b>			
Office equipment	5515.00		
Renovation	360.50		
Furniture and Fitting	2000.00		
<b>Working Capital</b>			
Rent		800.00	
Licence		15.00	
Utilities		1300.00	
Salary		29547.68	
<b>Pre-Operation</b>			
Business Registration			15.00
Deposit			1300.00

## **3.0 MARKETING PLAN**

### **3.0 MARKETING PLAN**

#### **3.1 Marketing Objectives**

Stop N' Kobab Stall objectives are as follows:

- To achieve well-known stall at Johor Bahru state, about 30% population of the state for the first year
- To increase our sell about 25% by 2024
- To spread our branches around the country for each year.
- To share our market size with investor

#### **3.2 Business Description**

- Stop N' Kobab is a stall where it provides food and beverages which is more focusing to the main dish which is Kebab or usually called 'Shawarma'.
- Our business also is one of the earliest businesses which selling pita bread and wrap as our main menu because most of stalls nowadays sells burger and common menu.
- Our goals are to achieve well-known stall across the country.
- The benefit from our stall is selling high quality Kebab which reach restaurant standards with possible low price from restaurant.
- We provide the best Kebab and Shawarma in the town even selling only at stall at roadside.
- Our business location is very strategic as our 1<sup>st</sup> stall is located at Dataran Johor Bahru which full of tourist and teenagers as it is one of the hotspots in Johor Bahru state
- Our operation hour is estimated from 4pm to 2am as it is the best time for people to eat Kebab and we operate from Tuesday to Sunday, and we closed on Monday as it is working day.

### **3.3 Target Market**

#### **Segmenting Market**

The activity of grouping or segmenting a market of potential customers based on different criteria is known as market segmentation. The segments created are made up of customers that respond similarly to marketing strategies and who have traits such as similar requirements, wants, or geographic location. Its goal is to ensure that companies may segment their clientele to promote their goods and services more effectively.

- Geographic Segmentation
- Behavioural Segmentation

#### **Geographic Segmentation**

The division of a company's market depending on geography is known as geographic segmentation. Cities, counties, regions, countries, and foreign territories can all be used to geographically segment markets. The three types of markets are urban, suburban, and rural. We can identify the product that the customer needs in a specific location using this segmentation.

For Stop N' Kobab Stall, Dataran Bandaraya Johor Bahru, 80100 Johor Bahru, Johor is the place where our stall is located. Our business location is very strategic because it is a public attention place as there are a lot of tourists and young people who love to hang out there.

#### **Behavioural Segmentation**

The key behavioural segmentation examples are usage and purchase patterns, occasion- and time-based patterns, benefit-driven patterns, and customer loyalty patterns. Each of these behavioural parts will be thoroughly examined in this tutorial, along with how they function.



### 3.4 Market Trend & Market Size

#### Market Trend

As we know, nowadays people are increasing day to day and population of one state will be increased. Not included to people who moved into another state especially for job purpose. Fortunately, Johor Bahru is one of the best states for looking job and for living purpose. When, comes to population growth in a state, food businesses are one of the importance businesses to run because food are needs for our routine life. It is one of the best ways to run this business at this state.

#### Market Size



**Figure 3.4.1**

From the figure above, there are 1,711,191 of current population of Johor Bahru state.

Population x Average Price = Market Size

$$1,711,191 \times \text{RM}10 = \text{RM}17,111,910$$

Our sales forecast is 1% from market size

$$\text{RM}17,111,910 \times 1\% = \text{RM}171,111.90$$

From the sales forecasting we would be able to generate how many customers per year. Average price per customer is RM10.

**Table 3.4.1:** Estimated Sales Per Month and Year

No.	Menu	Estimates Sales Per Menu	Total Estimated Sales/Monthly (RM)	Total Estimated Sales/Yearly (RM)
1.	Kebab	RM10 x 1300	13,000	179,000
2.	Shawarma	RM10 x 1125	11,250	135,000

**3.5 Competitors – Strength and Weakness of Competitors**

**Table 3.5.1:** Competitors and their Strength and Weaknesses

Competitors	Strength	Weaknesses
GTR BURGER	They have a lot of branches around the country since 2015	The price of the product is too pricey which is not equivalent for a stall
UNCLE BOB	They have their personal secret recipe which make the product tastier	Always have the same menu since the beginning of the start of business

### 3.6 Market Share

Market share is referred to as the division of sales or the market between businesses engaged in similar commercial activity. It will consider the number of rivals, experience, strengths, and shortcomings. The market share breakdown prior to and following our company's entry into the market is displayed in the table below.

Market share before the entrance of Stop N' Kobab Stall:

**Table 3.6.1:** Market Share before entrance

Competitors	Market Share (%)	Total Market Share (RM)
GTR BURGER	67	342,650
UNCLE BOB	33	172,300
<b>Total</b>	<b>100</b>	<b>514,950</b>

Market share after the entrance of Stop N' Kobab Stall:

**Table 3.6.2:** Market Share after entrance

Competitors	Market Share Before Entrance (%)	Market Loss (%)	Market Share After Entrance (%)	Total Market Share (RM)
GTR BURGER	67	7	60	308,970
UNCLE BOB	33	13	20	102,990
STOP N' KOBAB	-	-	20	102,990
<b>Total</b>	<b>100</b>	<b>20</b>	<b>100</b>	<b>514,950</b>

### 3.7 Sales Forecast

#### Sales Forecast for Year:

**Table 3.7.1:** Sales Forecast for Year

Month	Sales Forecast (RM)
January	25,000
February	25,000
March	25,000
April	25,000
May	25,000
June	25,000
July	25,000
August	25,000
September	25,000
October	25,000
November	25,000
December	25,000
<b>Total</b>	<b>300,000</b>

#### Sales Forecast by Year:

**Table 3.7.2:** Sales Forecast by Year

Year	Percentage Increase (%)	Sales Forecast (RM)
1	-	300,000
2	12	360,000
3	13.3	400,000

### 3.8 Marketing Strategy

#### Business Strategy

**Table 3.8.1: Business Strategy**

Name	STOP N' KOBAB STALL
Business Quality	Our menu is basically from the ancestors of one of our partners. The menu is actually haven't changed but will be improved based on size and quantity.
Business Package	Kebab = RM10 Shawarma = RM10 Kebab + Shawarma = RM18
Business Differentiation	There are so many stalls outside there selling food and beverages. But we always see food that only sell burgers and satay. So, we decided to sell other than that and the menu is Kebab and Shawarma which is from Turkey food.  Cash-on-Delivery services
After Sales Service (if appropriate)	Follow-ups  We will ask feedback from our customers about the quality of our food so that we can make improvements from the feedback.

#### Pricing Strategy

For our pricing strategy will be used based on other places that selling Kebab and Shawarma. We will offer the best price as we are only opening stall so that we can easily compete with other restaurants.

**Table 3.8.2: Pricing Strategy**

Competitors	Price (RM)
Restaurants that selling Kebab and Shawarma	18
Kebab and Shawarma at Stop N' Kobab	10

## Promotion Strategy

- We will advertise our business in some ways.  
etc: online advertisement, flyers, and banner & bunting
- Giving discount for entire first day of opening
- Make a set menu instead of ala carte

**Table 3.8.3:** Promotion Strategy

Promotion Strategy	Price
Advertising (Signboard + Flyers + Banner)	2500
First day opening, Birthday event, Special public holiday	Give a 20% discount
Set Menu discount (Kebab + Shawarma Combo)	From RM20 decrease to RM18

### 3.9 Marketing Budget

Items	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
<b>Fixed Assets</b>			
Stall	1,000		
Cooking items	1,000		
<b>Working Capital</b>			
Promotion		1,000	
<b>Other Expenditure</b>			
Other expenditure			500
Petrol and Vehicle Maintenance			1,500
<b>Total (RM)</b>	<b>2,000</b>	<b>1,000</b>	<b>2,000</b>

## **4.0 OPERATION PLAN**



## 4.1 OPERATION OBJECTIVES

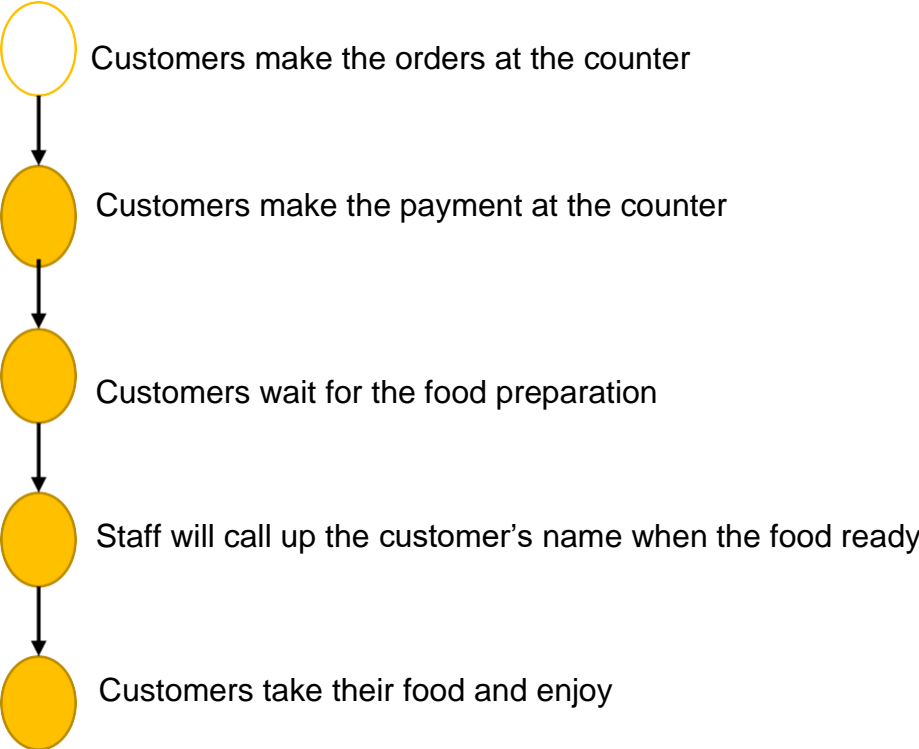
One of the most important roles in a business organisation is operation. Operational management is essential to ensuring that the business can produce goods or provide services in accordance with the requirements, standards, and deadlines of the customer. The process of organising business inputs into outputs in the form of products or services is another definition of operations management. Therefore, operational goals should be specific and attainable to give our company's daily operations clear guidance. Since different staff members may have varying priorities and values, it can be challenging to establish operational objectives that are recognised and understood by everyone. Therefore, it's crucial to involve employees in the goal-setting process and to make sure they understand it. Business plans can be created to achieve the objectives once acceptable operational goals have been established for each department.

The objectives include:

- To ascertain that all activities are carried out in a timely and cost-effective manner by 70% in 2024
- To provide 100% of the best systems and methods for operation management on daily basis.
- To increase 50% of efficiency level by purchasing good materials, inventory planning and management of warehouse
- To ensure the organization's processes is in according to high legal standard.
- To give the best quality of services to customers
- To get the maximize profit from this business
- To serve the most delicious food especially “kebab”
- To provide a comfortable space for customer to order the food
- To recruit and train the new staff to be a quality worker for food and beverage business

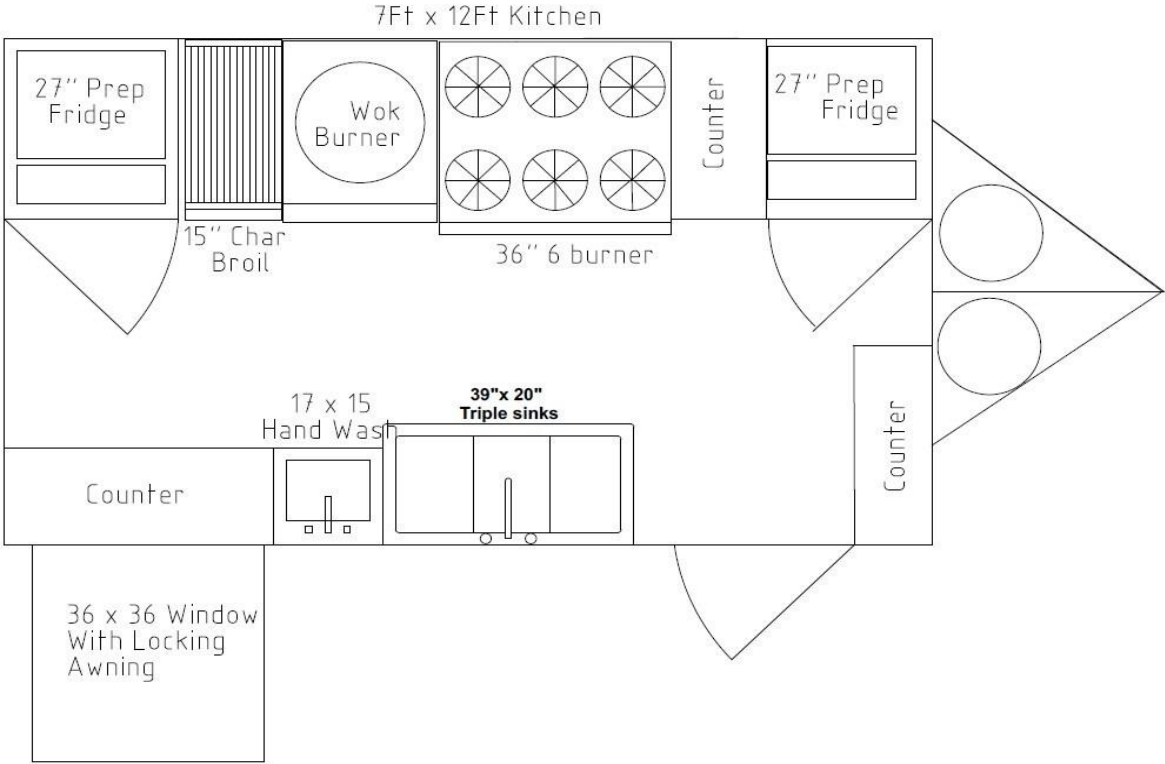
An organisation may lose crucial lead time and momentum to combat fundamental changes when they do occur if it fails to meet its objectives and get ready for them. Morale issues arise when a company lacks direction because, in their eyes, the future is unknowable, unpredictable, and out of their control. These sobering conclusions can only be seen as a threat to employment, which has a negative impact on productivity. Strategic planning is crucial in business because of this.

**4.2 PROCESS PLANNING**



### 4.3 OPERATION LAYOUT

This is layout for our business when our business has the better sales in future. We wish to use the food truck in the future when this business has a good progress. Therefore, this is a layout for food truck.



This is partition for our current stall in the night market.

Partition	Description
<p data-bbox="268 331 384 365">Counter</p> 	<p data-bbox="746 331 1477 521">The counter will be used for the customer to order their menu of choice and the workers will take the order and the this is where the exchange of money will occur between the customer and the workers.</p>
<p data-bbox="268 819 592 853">Making “kebab” station</p> 	<p data-bbox="746 819 1374 965">Place where the making “kebab” process will occur. It consist of compartment to store the raw material and equipment.</p>
<p data-bbox="268 1447 464 1480">Umbrella stall</p> 	<p data-bbox="746 1447 1334 1581">This big umbrella will used for our stall to get a comfortable place to make this business.</p>

#### 4.4 CAPACITY PLANNING

Information	Calculation
Total workdays	26 days
Daily customer	70
BOM per customer	12
No of population	1,086,000
Sales monthly	RM 25,000
Sales yearly	RM 25,000 X 12MONTHS = RM300,000

## 4.5 MATERIAL PLANNING

### Bill of Material

Table below showed cooking items for a month

Material	Quantity	Price/unit (RM)	Total price (RM)
Pita Bread	364	5.00/packet	1820.00
Ground Beef	152	11.00/400g	1672.00
Carrot	95	3.50/500g	332.50
Onion	85	5.80/1.5kg	493.00
Cucumber	82	1.40/kg	114.80
Tomato	100	2.90/500g	290.00
Curry powder	320	0.65/packet	208.00
Margarine	245	8.00/kg	1960.00
Chili sauce	200	6.00/kg	1200.00
Mayonnaise	175	12.40/L	2170.00
Oil cooking	200	3.70/kg	740.00
<b>Total</b>			<b>11,000.00</b>

### Supplier of cooking item

No.	Cooking Items	Supplier
1	Pita bread	Malinja Doner Kebab & Bakery Sdn Bhd
2	Ground beef	ZS Armin Sdn Bhd
3	Carrot	Wawasan Elektra Sdn Bhd
4	Onion	Wawasan Elektra Sdn Bhd
5	Cucumber	Wawasan Elektra Sdn Bhd
6	Tomato	Wawasan Elektra Sdn Bhd
7	Curry powder	Adabi Consumer Industries Sdn. Bhd.
8	Margarine	Delima Oil Products Sdn Bhd
9	Chili sauce	Al-Saff Enterprise
10	Mayonnaise	Yong Wen Food (M) Sdn. Bhd.
11	Oil cooking	Golden Palm Oil Industries Sdn Bhd

## 4.6 MACHINES AND EQUIPMENT PLANNING

Table below show list of machines and equipment

ITEMS	QUANTITY	PRICE PER UNIT (RM)	TOTAL COST (RM)
Grill	1	400	400
Gas stove	3	60	180
Cutting Board	5	2	10
Apron	4	3	12
Fridge	2	300	600
Sauce Bottle	8	2	16
Meat Grinder	1	120	120
Mask	150pcs/3 box	20	60
First Aid Kit	2	50	100
Gloves	300pcs/3 box	24	24
Total			1922

### Supplier of Machines and Equipment

No	Items	Supplier
1	Grill	Kitchen Arena Sdn Bhd
2	Gas Stove	Man Kian Hardware & Trading Sdn Bhd
3	Cutting board	Clarity Excel Sdn Bhd
4	Apron	GreenChef Sdb Bhd
5	Fridge	Kitchen Arena Sdn Bhd
6	Sauce Bottle	Clarity Excel Sdn Bhd
7	Meat grinder	Clarity Excel Sdn Bhd
8	Gloves	Behealth Medic Sdn Bhd
9	First Aid Kit	Behealth Medic Sdn Bhd

#### 4.7 MANPOWER PLANNING

No. of Worker Required =  $\frac{\text{Planned Rate of Production per day}}{\text{Worker Standard Production Time / Unit Worker}}$

$$= \frac{28}{7} \times \frac{1}{1}$$

$$= 4 \approx 4 \text{ Worker}$$

#### 4.8 OVERHEAD REQUIREMENT

Table below shows the total of overhead requirement cost

<b>OPERATIONS EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
machine & equipment	2,000
van	13,000
<b>Working Capital</b>	
Raw Materials & Packaging	11,000
Carriage Inward & Duty	
Salaries, EPF & SOCSO	
salary (part time)	1,500
<b>Other Expenditure</b>	
Other Expenditure	2000
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	4,000
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	1,200
Other Expenditure	
<b>TOTAL</b>	<b>34,700</b>



## **LICENSE, PERMITS AND REGULATIONS REQUIRED**

### Importance of licenses

In order to start a business in Malaysia, we must first obtain a valid business licence. Licenses, registrations, permit, and approvals are all important. The Pihak Berkuasa Melesen (PBM) can issue a business licence based on the location and type of business.

Our STOP AND “KOBAB” must comply with some form of licencing before it can lawfully begin functioning, which could be a general licence, an industry/sector specific licence, or an activity specific licence.

### List of General licences required:

- Company Registration
- Company and Employees Income Tax Registration
- Employees Provident Fund
- Social Security Organisation
- Human Resources Development Fund
- Business Premise Licenses and Signboard

### Licenses for Company

- (i) Certificate of Incorporation (Form 9/ Notice Section 17) – 1 copy.
- (ii) Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58)– 1 copy.
- (iii) Photos of our business premise (front and interior of premise).
- (iv) Any one Director’s NRIC / Passport as stated in Form 49 / Notice Section 58 – 1 copy.
- (v) Sample of signboard indicating design and color (if applicable); (vi) Photos showing location of signboard (if applicable).

For Enterprise (Sole-proprietor / Partnership)

- (i) Certificate of Registration of Business (Form D) – 1 copy.
- (ii) e-SSM Business Profile – 1 copy.
- (iii) Photos of business premise (front and interior of premise);

- (iv) Copy of any Business owner/Partner's NRIC as stated in Form 49 – 1 copy;
- (v) Sample of signboard indicating design and color (if applicable); (vi) Photos showing location of signboard (if applicable).

Activity Specific licenses

- Certificate of Fitness for Certified Machinery
- Building Plan Approval
- Sales Tax Licence

**IMPLEMENTATION SCHEDULE**

Table below show our implementation schedule

<b>Activities</b>	<b>Deadlines</b>	<b>Durations</b>
Incorporation of business	Oct – Dec 2022	3 months
Application for permits and license	Oct – Dec 2022	3 months
Searching for business premise	Nov – Dec 2022	2 months
Premise Renovation	January 2023	1 month
Procurement of cooking items	Feb – March 2023	2 months
Recruitment of staffs	Feb 2023	1 month
Installation of cooking items	March 2023	1 month

## **5.0 FINANCIAL PLAN**

## 5.0 FINANCIAL OBJECTIVES

Another main activity for business which is very vital to consider and have a better financial plan. Financial can be defined as something which is relatable to finance, money, economics, accounting and budgeting. In other words, it is a management of money which also includes activities such as investing, borrowing, lending, saving, budgeting, and forecasting. Financial plan must include all financial data derived from the administration budgets, marketing budgets. and operation budgets. All the information then will be translated and transformed into a financial budget. The financial plan includes in determining the total project cost, choice of sources of financing such as loan, grants, equity financing, venture capital, guarantee scheme, tax incentives and many more, and also preparation on financial projection in terms of pro forma statements that include cash flow, income statement, and balance sheet. In addition, financial plans should be supported by depreciation schedules for every fixed cost owned as well as amortization schedules for loan and hire purchase repayments.

### **The objectives of financial plan are:**

- To ensure the maximum capacity of internal source is generated.
- To capitalize the maximum availability of internal sources
- To make sure that initial capital is adequate and sufficient.
- To analyze 70% viability of business project before the actual investment is committed
- To ensure the project implementation is 100% success.
- To ensure that the debt is restructured at least at minimal level.

Without a financial plan, cash flow for business might be unclear and also can cause problems. in the future as there is no trace of where the money is coming from and going to. In short, a financial plan and report are very important and acts as a backbone of a business as it will keep the track of incoming and outgoing money. In short, the four main financial objectives are: profitability, liquidity, efficiency, and stability

## 5.1 Operational budget

<b>ADMINISTRATIVE BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Land & Building	3,000			3,000
Office equipment	5,866			5,866
Furniture and fitting	2,000			2,000
	-			-
	-			-
<b>Working Capital</b>				
office rental		800		800
salary (administration manager)		2,335		2,335
salary ( general manager)		2,335		2,335
salary (financial manager)		2,335		2,335
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			500	
Deposit (rent, utilities, etc.)			1,300	1,300
Business Registration & Licences			2,500	2,500
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>10,866</b>	<b>7,805</b>	<b>4,300</b>	<b>22,471</b>

**Figure 5.1.1** Administrative Budget

<b>MARKETING BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
promotion	1,000			1,000
computer	2,000			2,000
stall	1,000			1,000
	-			-
<b>Working Capital</b>				
salary (marketing manager)		2,335		2,335
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			500	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>4,000</b>	<b>2,335</b>	<b>500</b>	<b>6,335</b>

**Figure 5.1.2** Marketing Budget

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
machine & equipment	2000			2,000
van	13000			13,000
				-
				-
<b>Working Capital</b>				
Raw Materials & Packaging		10,000		10,000
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
salary (operation manager)		2,335		2,335
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			1,000	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			1,200	1,200
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>15,000</b>	<b>12,335</b>	<b>2,200</b>	<b>28,535</b>

Figure 5.1.3 Operation Budget

## 5.2 Project implementation and source of financing

STOP N' KOBAB					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
<b>Fixed Assets</b>					
Land & Building	3,000			3,000	
Office equipment	5,866	3,366		2,500	
Furniture and fitting	2,000			2,000	
promotion	1,000	1,000			
computer	2,000			2,000	
stall	1,000	1,000			
machine & equipment	2,000			2,000	
van	13,000	10,000		3,000	
<b>Working Capital</b>   1 months					
Administrative	7,805	7,805			
Marketing	2,335	2,335			
Operations	12,335	12,335			
<b>Pre-Operations &amp; Other Expenditure</b>					
Contingencies   10%	5,934	5,934			
<b>TOTAL</b>	<b>65,275</b>	<b>50,775</b>		<b>14,500</b>	

Figure 5.2.1 Project implementation and source of financing

From figure 5.2.1 the cost that need to be pay by cash is RM 14,500 and all of us decide to pay the amount using the money we share together as all of us start this business by each of us donate an amount of RM5000 for our capital in to start the business

The amount of total of RM 50,775 is pay through a loan make from the purchase of 5 years.

<b>Fixed Asset Office equipment</b>				<b>Fixed Asset Furniture and fitting</b>			
<b>Cost (RM) 5,866</b>				<b>Cost (RM) 2,000</b>			
<b>Method Straight Line</b>				<b>Method Straight Line</b>			
<b>Economic Life (yrs 5)</b>				<b>Economic Life (yrs 5)</b>			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	5,866		-	-	2,000
1	1,173	1,173	4,693	1	400	400	1,600
2	1,173	2,346	3,520	2	400	800	1,200
3	1,173	3,520	2,346	3	400	1,200	800
4	1,173	4,693	1,173	4	400	1,600	400
5	1,173	5,866	-	5	400	2,000	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Figure 5.2.2 Loan for office equipment, furniture and fitting

<b>Fixed Asset machine &amp; equipment</b>				<b>Fixed Asset van</b>			
<b>Cost (RM) 2,000</b>				<b>Cost (RM) 13,000</b>			
<b>Method Straight Line</b>				<b>Method Straight Line</b>			
<b>Economic Life (yrs 3)</b>				<b>Economic Life (yrs 5)</b>			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	2,000		-	-	13,000
1	667	667	1,333	1	2,600	2,600	10,400
2	667	1,333	667	2	2,600	5,200	7,800
3	667	2,000	-	3	2,600	7,800	5,200
4	0	0	-	4	2,600	10,400	2,600
5	0	0	-	5	2,600	13,000	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Figure 5.2.3 Loan for machine & equipment, van



<b>Fixed Asset</b> stall			
<b>Cost (RM)</b> 1,000			
<b>Method</b> Straight Line			
<b>Economic Life (yrs)</b> 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,000
1	200	200	800
2	200	400	600
3	200	600	400
4	200	800	200
5	200	1,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

**Figure 5.2.4** Loan for stall

### 5.3 Pro forma cash flow

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<b>CASH INFLOW</b>																
Capital (Cash)	14,500													14,500		
Loan	50,775													50,775		
Cash Sales		25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000	360,000	400,000
Collection of Accounts Receivable																
<b>TOTAL CASH INFLOW</b>	<b>65,275</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>365,275</b>	<b>360,000</b>	<b>400,000</b>
<b>CASH OUTFLOW</b>																
<b>Administrative Expenditure</b>																
office rental		600	600	600	600	600	600	600	600	600	600	600	600	9,600	9,600	10,185
salary (administration manager)		2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	28,020	28,861	29,736
salary ( general manager)		2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	28,020	28,861	29,736
salary (financial manager)		2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	28,020	28,861	29,736
<b>Marketing Expenditure</b>																
salary (marketing manager)		2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	28,020	28,861	29,736
<b>Operations Expenditure</b>																
Cash Purchase		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000	160,000	200,000
Payment of Account Payable																
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
salary (operation manager)		2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	2,335	28,020	28,861	29,736
<b>Other Expenditure</b>																
Pre-Operations		2,000												2,000	2,000	2,122
Deposit (rent, utilities, etc.)	1,300													1,300		
Business Registration & Licences	2,500													2,500		
Insurance & Road Tax for Motor Vehicle	1,200													1,200	1,200	1,200
Other Pre-Operations Expenditure																
<b>Fixed Assets</b>																
Purchase of Fixed Assets - Land & Building	3,000													3,000		
Purchase of Fixed Assets - Others	26,666													26,666		
Wife-Purchase Down Payment																
<b>Wife-Purchase Repayment:</b>																
Principal																
Interest																
<b>Loan Repayment:</b>																
Principal	646	646	646	646	646	646	646	646	646	646	646	646	646	10,155	10,155	10,155
Interest	212	212	212	212	212	212	212	212	212	212	212	212	212	2,538	2,531	1,533
Tax Payable													0	0	0	0

<b>TOTAL CASH OUTFLOW</b>	<b>34,666</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>25,533</b>	<b>219,268</b>	<b>249,637</b>	<b>273,617</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>30,609</b>	<b>(533)</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>46,015</b>	<b>10,363</b>	<b>26,163</b>
<b>BEGINNING CASH BALANCE</b>	<b>30,609</b>	<b>29,076</b>	<b>31,343</b>	<b>32,811</b>	<b>34,278</b>	<b>35,745</b>	<b>37,212</b>	<b>38,679</b>	<b>40,147</b>	<b>41,614</b>	<b>43,081</b>	<b>44,548</b>	<b>46,015</b>	<b>46,015</b>	<b>56,378</b>	<b>56,378</b>
<b>ENDING CASH BALANCE</b>	<b>30,609</b>	<b>29,076</b>	<b>31,343</b>	<b>32,811</b>	<b>34,278</b>	<b>35,745</b>	<b>37,212</b>	<b>38,679</b>	<b>40,147</b>	<b>41,614</b>	<b>43,081</b>	<b>44,548</b>	<b>46,015</b>	<b>46,015</b>	<b>56,378</b>	<b>82,561</b>

## 5.4 Pro forma income flow

<b>STOP N' KOBAB</b>			
<b>PRO-FORMA INCOME STATEMENT</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales</b>	300,000	360,000	400,000
<b>Less: Cost of Sales</b>			
Opening Stock of Finished Goods			
Production Cost	151,287	212,127	232,993
less: Ending Stock of Finished Goods	0	0	0
	<b>151,287</b>	<b>212,127</b>	<b>232,993</b>
<b>Gross Profit</b>	<b>148,713</b>	<b>147,873</b>	<b>167,007</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	93,660	96,470	99,364
Marketing Expenditure	28,020	28,861	29,726
Other Expenditure	2,000	2,060	2,122
Business Registration & Licences	2,500		
Insurance & Road Tax for Motor Vehicle	1,200	1,200	1,200
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	2,539	2,031	1,523
Depreciation of Fixed Assets	4,773	4,773	1,773
<b>Total Expenditure</b>	<b>134,692</b>	<b>135,395</b>	<b>135,709</b>
<b>Net Profit Before Tax</b>	<b>14,021</b>	<b>12,478</b>	<b>31,298</b>
<b>Tax</b>	0	0	0
<b>Net Profit After Tax</b>	<b>14,021</b>	<b>12,478</b>	<b>31,298</b>
<b>Accumulated Net Profit</b>	<b>14,021</b>	<b>26,500</b>	<b>57,798</b>

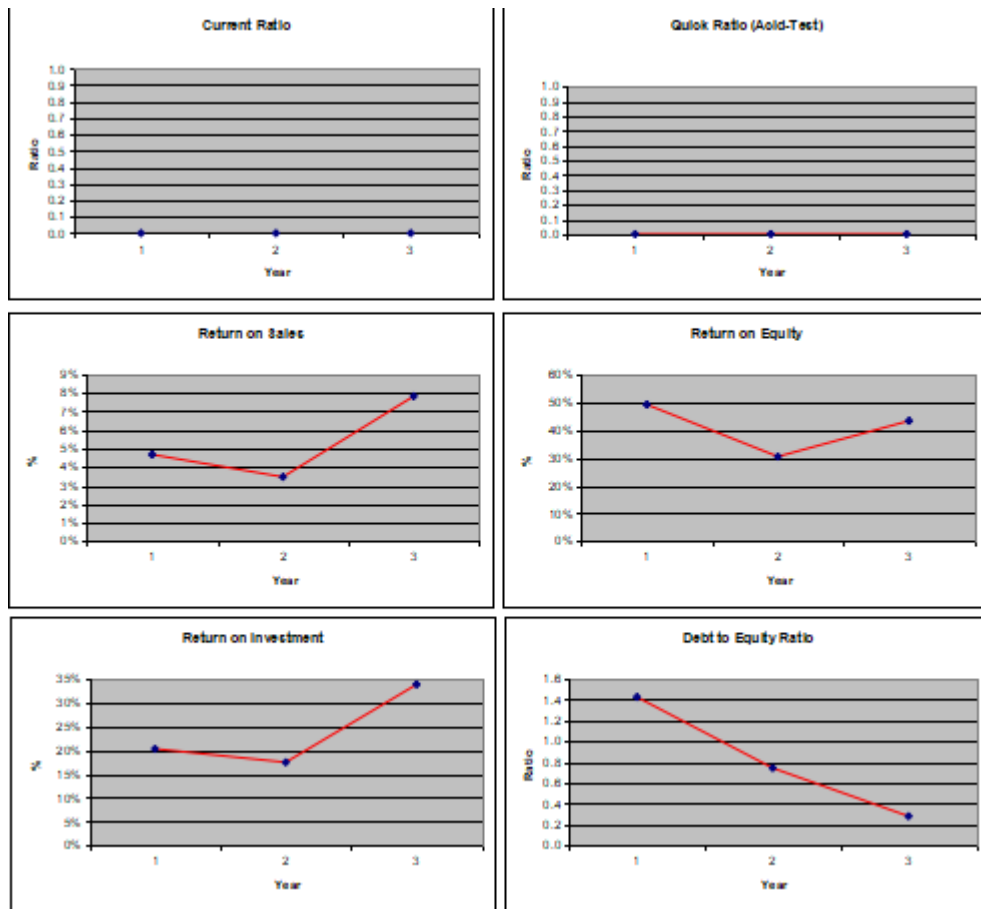
**Figure 5.4.1 Income Statement**

## 5.5 Pro forma balance sheet

ASSETS	Year 1	Year 2	Year 3
<b>Fixed Assets (Book Value)</b>			
Land & Building	3,000	3,000	3,000
Office equipment	4,893	3,520	2,348
Furniture and fitting	1,600	1,200	800
promotion computer		(1,000)	(1,000)
stall	800	(2,000)	(2,000)
machine & equipment		800	400
van	1,333	667	
	10,400	7,800	5,200
	21,826	13,786	8,748
<b>Current Assets</b>			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	46,015	56,378	82,561
	46,015	56,378	82,561
<b>Other Assets</b>			
Deposit	1,300	1,300	1,300
<b>TOTAL ASSETS</b>	<b>69,141</b>	<b>71,465</b>	<b>92,608</b>
<b>Owners' Equity</b>			
Capital	14,500	14,500	14,500
Accumulated Profit	14,021	26,500	57,798
	28,521	41,000	72,298
<b>Long Term Liabilities</b>			
Loan Balance	40,620	30,465	20,310
Hire-Purchase Balance			
	40,620	30,465	20,310
<b>Current Liabilities</b>			
Accounts Payable			
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>69,141</b>	<b>71,465</b>	<b>92,608</b>

Figure 5.5.1: Balance sheet

## 5.6 Financial performance



**Figure 5.6.1:** Graph of performance for 3 years

## **6.0 BUSINESS MODEL CANVAS**

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>Restaurants</li> <li>Stall</li> <li>Food Truck</li> </ul>	<ul style="list-style-type: none"> <li>Food services</li> <li>The menu is from ancestor which never been changed</li> </ul>	<ul style="list-style-type: none"> <li>Affordable cost of menu</li> <li>Cash-on-Delivery service</li> </ul>	<ul style="list-style-type: none"> <li>Always get feedback from customers</li> <li>Food services advertisement</li> </ul>	<ul style="list-style-type: none"> <li>Tourist</li> <li>Teenagers</li> <li>Adult</li> <li>Elderly</li> </ul>
	Key Resources		Channels	
	<ul style="list-style-type: none"> <li>Business knowledge</li> <li>Kitchen equipment</li> <li>Stall</li> </ul>		<ul style="list-style-type: none"> <li>Websites</li> <li>Phone call</li> <li>Instagram</li> <li>Facebook</li> </ul>	
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> <li>Kitchen items</li> <li>Wet material</li> <li>Marketing/ advertising</li> </ul>		<ul style="list-style-type: none"> <li>RM10 for each menu, RM18 for combo</li> <li>Services cash-on-delivery by places</li> <li>Customer walk-in</li> </ul>		

## **7.0 CONCLUSION**



## 7.0 Conclusion

We all reached the conclusion that this kebab business would be the greatest option for us after researching the business potential and performing a few environmental checks. According to us, this business has the potential to grow further until the locals accept it. Furthermore, we believe that the food we provide can draw other attention. If business planning is successful, this small kebab business can run a good amount of profit. In fact, we believe we won't lose revenue over the first several years of operation. The beginning of operation may bring certain obstacles for Stop N Kobab, but if we stick to the strategy, these challenges may be properly solved without harming the company's cash flow or bottom line.

The most significant and beneficial Stop N Kobab for providing the community the best Kebab in Malaysia with affordable price. We believe that this business will become known to Malaysian people as best kebab in Malaysia

Finally, completing this ENT300 business plan has given us the best opportunity to launch our own business. Since we need to build our own new business in order to live in the future, ENT300 is important for us.

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