



**UNIVERSITY TEKNOLOGI MARA CAMPUS MUKAH**  
**FACULTY OF BUSINESS MANAGEMENT**  
**DIPLOMA OF BANKING STUDIES - BM119M1**  
**FUNDAMENTAL OF ENTREPRENEURSHIP**

**DELIZIOSO TRUCK**



<b>PREPARED FOR</b>	<b>MDM SITI FARAH BT LAJIM</b>
<b>MEMBERS</b>	<b>MATRIX NUMBER</b>
AZIZAN AZNI BIN ZAINUDDIN	2014734071
EMILY ABIGAIL RICHMOND ALLAN	2014367703
DAYANG NURJAZMINA HAZIRAH BINTI AWANG RAZAK	2014900163
AFIF AZHAR BIN AZAM	2014360117
NURUL NABILAH BINTI MOHAMAD SHUKRY	2014332905

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### 1.3 EXECUTIVE SUMMARY

Our business is named 'Delizioso Truck'. The word 'delizioso' itself means yummy in Italian. Our food truck will be operating next to TM Point Mukah.

We are doing partnership business which consisted of five members. Azizan Azni Bin Zainudin as our general manager and admin manager. He will help the other managers in managing the business. Besides that, he also is going to manage the administration plan. The second member of the partnership is Emily Abigail Richmond Allan who is in charge of marketing plan. She will be taking the position as a Marketing Manager. She's the sleeping partner in our group and have our other members covered up for her. The next members in our partnership are Afif Azhar Bin Azam and Dayang Nurjazmina Hazirah Binti Awang Razak. They will both be taking the position as Operation Managers. They will arrange the operation included in this business. This is such as usage of raw materials, the process chart, capacity planning, remuneration and the business layout and others. Lastly, Nurul Nabilah Binti Mohamad Shukry is the Financial Manager in our business plan. She manage and organizes the cash flow, balance sheet and other financial activities in this business.

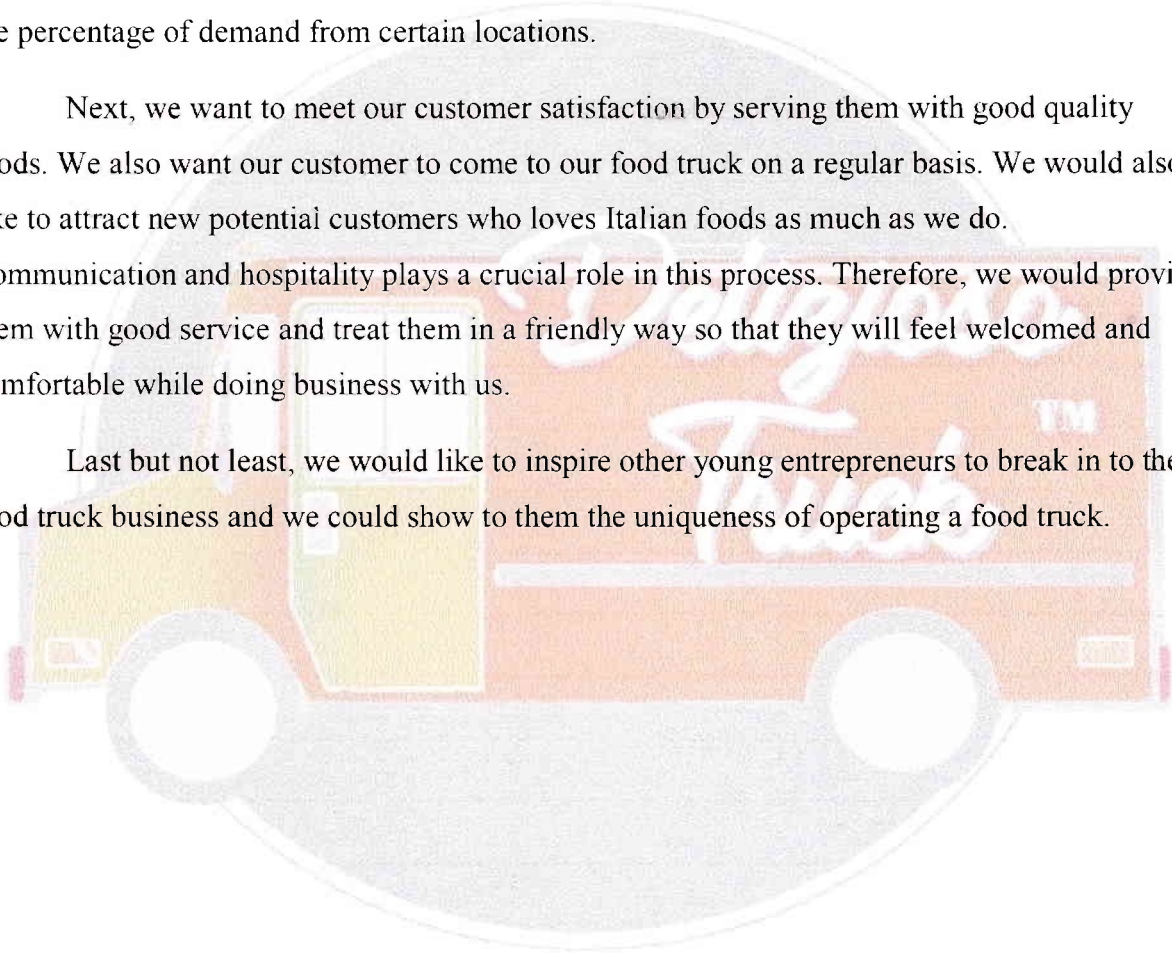


## 1.11 FUTURE PURPOSE OF THE BUSINESS

Our future business prospects of our business is to maximize our customer's satisfactions and demands. When the demand by our customers increase, we will expand our business to another level by opening up an outlet in a few places. The locations of these outlets are determined by the survey that we conduct. Results from this survey will give us information on the percentage of demand from certain locations.

Next, we want to meet our customer satisfaction by serving them with good quality foods. We also want our customer to come to our food truck on a regular basis. We would also like to attract new potential customers who loves Italian foods as much as we do. Communication and hospitality plays a crucial role in this process. Therefore, we would provide them with good service and treat them in a friendly way so that they will feel welcomed and comfortable while doing business with us.

Last but not least, we would like to inspire other young entrepreneurs to break in to the food truck business and we could show to them the uniqueness of operating a food truck.



## 1.12 PURPOSE OF THE BUSINESS

- As a guideline to manage the business.
  - The business plan could or used as a guideline to manage our business in managing the purposed venture. Other than that, the entrepreneur would have a clear picture on the strategy for the running the venture.
  
- To obtain loan from financial institution to run the business(RHB Bank)
  - The business plan is needed to get loan because financial institution we believe that will bring profit. Furthermore, the probability to pay back the load is high which will definitely increase their confidence to give the loan.
  
- Fulfil academic needs
  - The business plan is used as to fulfil the requirement.

