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FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN REPORT
TUMMYJOY CO.

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Executive Summary

With our Lactose-Free flavored Kefir Drinks that established in 2023, we can say for sure that TummyJoy Co. is on the leading edge of the health, sustainable, and accessible food market and tailored to meet the needs of today's health-conscious and environmentally aware consumers. In three years, the company has reached incredible milestones since the launch, and its commitment towards excellence and innovative thinking has led to this success. Starting its production with a monthly capacity from 3,000 to over 9,000 bottles within three years and securing RM 3,003,059 in sales revenue by the third year. TummyJoy Co. has constantly been developing its market share and customer base.

In Year 1 TummyJoy Co. recorded total sales of RM 2,374,750 which increased to RM 2,612,225 in Year 2 and reached RM 3,003,059 in Year 3. The steady growth emphasizes the company's products are starting to grow in popularity, as well as the company's business strategies are delivering results. The secret to this success is the exclusive distribution at Jaya Grocery at three Johor Bahru outlets, namely Sunway Citrine, Eco Galleria (Medini area), and Austin Heights. These key areas, which see high volumes of footfall and are popular tourist spots with Singaporeans, have allowed them to maintain consistent draw and sales.

One of the reasons for the success of TummyJoy Co. is using a combination of digital marketing campaigns, social media engagement, and community outreach, the company successfully built brand awareness and educated consumers on the benefits of probiotics. TummyJoy Co. capitalized on social media platforms like TikTok, and Facebook to reach those who are health-conscious and develop a huge online following. Our seasonal promotions and in-store tastings have helped to establish its reputation and encourage customer retention.

TummyJoy Co. stands out among competitors in the health beverage sector by its commitment to quality. They produce each bottle with premium ingredients such as lactose-free Outside milk, natural fruits, and honey. Its focus on sustainability is reflected in its use of environmentally friendly glass packaging and green production methods. Such deeply vocalized initiatives resonate with consumers who favor ethical and sustainable brands.

TummyJoy Co. plans to continue expanding in the future. Intentions are growing manufacturing capabilities, bringing new and unique flavors to diversify their lineup, and continued expansion with new retail partnerships to diversify their audience. These strategic goals are designed to enhance market penetration and ensure sustained growth.

1.2 REASON OR JUSTIFICATION FOR STARTING THE BUSINESS

1. Reaching out to Upper-Class and Health-Conscious Customers.

The company seeks to target a niche audience of health-conscious and wellness-focused consumers who prioritize premium-quality and nutritious offerings. These distinctions are important in making Kefir a premium product with real health benefits and in being placed at premium outlets like Jaya Grocer, when your target market consists of consumers willing to invest in a functional and high-value beverage.

2. Showcasing Unique Features of Products.

Due to high-quality raw materials the use of outside milk, whole fruits, and kefir grains, lactose-free flavored kefir is considered a functional product of premium class. These key selling points set it apart from competing products at a higher price point.

3. Psycho Pricing for Framing and Perceived Value.

Jaya Grocer consumers are more likely to pay for premium and specialty products. The price is commensurate with the perception of quality, exclusivity, and the functional advantages associated with kefir. Moreover, high-end ingredients which is fresh fruits, kefir grain serve as the basis for the product, which amounts to a reasonable investment.

4. Responding to Consumer Demand for Convenience and Flavor

Survey results indicate a strong need for flavored kefir products, which can appeal to the right taste palette, ranging from fruity to tropical flavors. The business meets consumer demands for convenience, portability, and testability by offering single-serve packaging in popular flavors such as banana and mango.

5. Teaching Consumers About Value and Benefits.

The plan includes raising consumer awareness at the local level about the health benefits of this product, which include being a probiotic and lactose-free product. In the end, this education allows consumers to understand the incentive to pay a little more for a product that contributes to their overall health and wellness.

6. Creating a Premium Brand Identity.

We chose to price our kefir product high to position it as a high-end offering. By targeting high-income consumers with an aspirational image, this strategy also creates a positive product image that may attract a loyal consumer base

7. Stepping in Line with Current Market Strategies.

Close to home, premium outlets such as Jaya Grocer tend to favor products aligned with wellness trends. This makes the product more acceptable at higher prices due to their familiarity with investing in their health, which has already prompted them.

1.3 PURPOSE OF PREPARING BUSINESS PLAN

1. Defining Business Goals and Vision

Focused on the long-term goals of the flavored kefir brand, the business plan outlines measurable objectives in accordance with the brand's vision of being the leading, most sustainable producer of functional probiotic drinks on the market. It also clearly conveys the mission of promoting gut health and overall wellness by educating communities about the benefits of probiotics.

2. Risk Management

The plan outlines proactive strategies to mitigate these challenges by identifying them, including environmental competition, fluctuation in consumer demand, and availability of raw materials and supplies. This involves advocating for natural ingredients, sustainable practices, and educating consumers to foster trust and loyalty.

3. Financial Planning and Financial Management

The design also consists of detailed financial forecasts, including budgets, cash flow management, and earnings forecasts. It highlights funding requirements for sustainable production, marketing initiatives, and increased distribution, all while showcasing the financial viability of the business to attract investments.

4. Shaping Business Strategy and Operations

A strategic roadmap provides a guide for growing and entering the market to meet the business's organic quality, sustainability, and nutritional needs. The operation plan