



ENT300

ENTREPRENUERSHIP STUDY

HOLLA Churros

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ACKNOWLEDGEMENT

“In the name of ALLAH the Most Gracious and the Most Merciful”

Praise God for His help and guidance that we are finally able to complete this project. We were required to complete an assignment about the consumer expenditure on the economy.

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Last but definitely not least, to our family members, we can never thank you enough for your love, and for supporting us throughout our studies in University Technology Mara Malaysia.

INTRODUCTION

HOLA Churros is a food company that sells churros with different types of topping and dip. Some of the available topping and dips are chocolate, whipped cream, caramel and fruit toppings.

HOLA Churros is owned actively as a partnership incorporated as HOLA Churros Enterprise.

HOLA Churros is a kiosk located MetroPoint Complex Kajang. We chose this location because it is a rising city since the MRT is about to be finished soon. Once the MRT construction is completed, people from other places will be accessing Kajang frequently. Ultimately, this will affect sales positively.

We will begin to operate our business on 1st January 2016 if we are financially able once the loans are approved

We chose this business because Churros is rarely found in Malaysia especially Kajang.

We saw the opportunity of this business prospering in Kajang because of the upper middle class people living there looking for unique foods that is currently hard to find in that place. Therefore, we believe that they will have their eyes on our products.

PURPOSE

Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus. This business plan is also drafted so that HOLA Churros can get financing to start its business.

The financing will be used to start up its asset like kitchen equipment, furniture and fittings, advertising. We can get all this from trusted supplier, and they agreed to provide us with those assets.

We can also use this guideline to the manager in order to success in the business. HOLA Churros and our entire partner have set our goal and path to gain profit as we have planned. This business plan includes our company background, marketing strategy, operational plan, sales forecast, and the financial plan of the business.

HOLA Churros will utilize the entire asset so that we can maximize the profit. The profit will be used to generate more profit in the long term objective and pay loan to Bank Islam including the interest in the loan given.

Hopefully this plan can be used to convinced the business achieve the target and gift a good profit.