



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

WENWEN BURGER

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Very thankful to God because of his blessing to us we were done completing our project paper ENT 300 with successfully.

Nowadays, entering a new area of prospective after graduates is important phase to be aware and learn. For the prospect of business, this project plan of business is hopefully can be one of the way for us to practice our ability and interest in other ways, also be a guideline to encourage us for becoming an educative business people.

Besides that, this business plan can be effectively used for those who like to create a new business or to be an entrepreneur. We cannot deny the risks that we had faced and many obstacles and problems in order to finish up this project. However, the efforts from each member, encouragement and supports from the other teams and our lecturer, Madam Sharifah, we are successfully able to complete this project. In addition, thank you to our family and friends which is directly or indirectly involved in completing this project.

Finally, we hope that this business plan proposal will be valuable as a guide and reference to them who want to do a business plan proposal for their own project in order to make their business works clearly, effectively in manner of establishment and process management.

Thank You.

1.0 Introduction

Our company name is WenWen burger's, we choose this name because it is catchy, it is easy for people or our target market to remember our company name. We provide this business plan to our financial provider(if any) so that they can see our credibility to pay back our debt, to be kept as record so that the bank will know what nature is our company is and lastly is kept as evidence that our company really exist and willing to do this business. Other than that it is for our company so that we can always remember our goals n mission why we create this company for and lastly is for our customer, so that they will know better about our company, hence our customer will be able to know what are we planning to do in the future. They will also know who is working behind the scene of this company to prevent any fraud and misstatement, plus the customer will be able to know what degree of quality in our product and to ensure we could satisfy our customer. Our company are using partnership business formation, consist of 5 workers as also act as the manager of this company.

2.0 Purpose

The purpose of preparing this business plan are mainly to get financial aid and also to provide proof of existence of our company, more importantly our company will used the financing that have been provide to run the business with more efficient and effective, to increase our sales and target market. Our company need approximately RM 25,000 of working capital, the finance that will be provide will be fully utilized in terms of the operational, marketing and also administration part, hence it will make the business more expanding. This financing will make a great help to our company to ensure that our company will have less burden to find financial resources. Our company will going to pay back the creditor or financial provider upon monthly basis including interest to the bank. Our other alternative to get sources of finance to ensure success in this business is by adding up the number of partner, so that the capital contribution will also increases.

3.0 Company Background

The main product our company is going to offer is burger, our product characteristics basicly is producing a burger, but with different taste of the sauce in the burger. We provide Asian taste of burger with curry, satay and oyster sauce in the burger. Our company is newly formed business and ready to exploit the business environment and to expand our burger influence to the world, Our company is in partnership formation , we choose this business formation because we have more than 1 owners which also run the business and also act as the manager of this business, this is because our business is in a small scope. Our company strength is we provide new taste to the world of making burger and our weaknesses is we are a new company and it is hard to survive because there are also other type of burger taste of burger in the business of food and beverages. Our business is profitable but not much of profit because we focusing on the quality of the burger, so that we can have our regular customer which is better for our future development and long term survival in the business.

4.0 Industry

The industry of food and beverages business, is expanding as it follows the government wants to help the small and medium enterprise, as also for the “bumiputra” to enhance them to be an entrepreneur in Malaysia, for this type of industry business, it is very related to other economy factors of our country, because we provide food as our product, furthermore food from the Asian taste, hence it will make the foreign want to taste our burger more, because it only have in our country.

5.0 Logo Descriptions



-WenWen -

The name of our company, the name is based on a person who had inspired us to open up this burger business.

-Burger Picture-

Is the iconic logo which represents our business and what we are actually selling to the consumer.

-Burgers!-

The word burgers tells our customer on what we are selling and burgers means there is more than one taste.