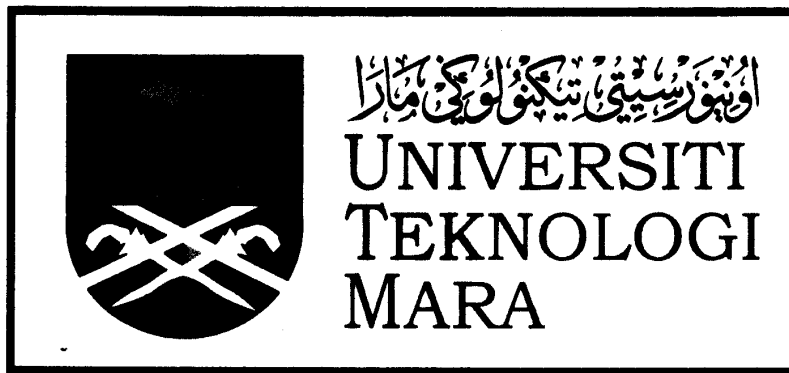
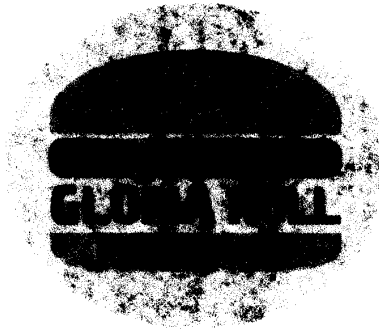


GLORIA ROLL



GLORIA ROLL



FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

JBM1115C

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GLORIA ROLL

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ACKNOWLEDGEMENT

Firstly, we would like to thank Allah for giving us strength and enable us to complete our project in subject Fundamental of Entrepreneurship (ENT300). We also want to say thank you to our beloved lecturer Madam Roha Binti Mohamed Noah for her guidance and assistance throughout the completion of this project.

We also want to thank you for our family and friends who are directly and indirectly to support and help us to complete this project. All their guidance and encouragement were greatly appreciated as these motivated us to work hard and finish this project on time.

Last but not least, regardless of all the obstacles along the way, all group members have given great commitments in order to complete this project. Hopefully, our project will bear a success and will obtain good grade for this course.

GLORIA ROLL

COVER LETTER

GLORIA ROLL
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Diploma in Business Study,
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Madam Roha Binti Mohamed Noah
Lecturer of Fundamental of Entrepreneurship (ENT300)
Faculty of Business Management,
University Teknologi Mara Johor,
85000 Segamat,
Johor Darul Takzim.

Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Refer to above mentioned, we GLORIA ROLL hereby has completed our ENT 300 report business plan as a part of the course requirement.

2) This business plan focuses on producing food product which is Burger Begedil. This product innovation is different from the ones in the market and it is our original idea to capture or attract the customer's interest and also create high demand for this amazing Burger Begedil.

3) We have put our best commitment to complete this business plan according to the guidelines and requirement stated in the course syllabus. This business plan covers the entire requirement needed which include administration plan, financial plan, marketing plan and operational plan.

4) We sincerely hope that this business plan meets the intended requirements and any mistakes or discrepancies are somehow due to our faults. We fully appreciate any comments or remarks on our project so that we can improve ourselves and the business plan as well. Last but not least, we would like to express our gratitude to Madam Roha for her kind cooperation and willingness to offer comments and suggestions throughout the completion of our business plan.

Your faithfully

MOHD FAZLI BIN NASIR
Manager

GLORIA ROLL

EXECUTIVE SUMMARY

This business plan has been established to present “Gloria Roll” which is located at No. 63, Jalan Austin Heights 3/2, Taman Mount Austin, 81100 Johor Bahru, Johor. We are inspired to sell begedil burger for the target market. As a new business, we want to fulfil our customers demand especially among teenagers and for those who like burger also who are interested to try something new to eat.

Our business main product is a begedil burger and burger popia begedil. We hope our business can give satisfaction for our customers

Our business is a partnership which consists of six positions which Manager, Organization Executive, Marketing Executive, Financial Executives 1, Financial Executive 2, and Operation Executive. In this business plan, we provide the business administration plan, marketing plan, operational plan and also financial plan for the use of our targeted customers.

By having business plan also we can estimate the profit can we achieve for the current year and also we can calculate the company performance in the future whether the profit gain will increase smoothly every year or not. Besides that, we also want to provide the business vision and mission also our objective and expectations about our business. By having all these goals, the entrepreneur will always stay in line to make sure the business vision and mission will achieve.