

Acknowledgement

Alhamdulillah, we are grateful to V.T for the completion of this Business Plan as one of the requirements that is needed to be accomplished in the course we are taking, code ENT300.

All of our group partners are as a challenge to ourselves because if developed our ability in creating new ideas on business field. For the progress of our business, we were taking an advantages on developing this business plan to practice our ability and inside the classes. In addition, this business plan helps us on encouraging our effort on becoming and achieving and succeed in business field.



UNIVERSITI TEKNOLOGI MARA

ENT300 BUSINESS PLAN

Special thanks to the financial support in completing this business plan. The business plan have been prepared with the cooperation and support of many people. In addition, not to be forgotten to our dedicated lecturer, Sri Mohd Firdaus Bin Mohamed for his kindness in helping us. They have provided us with good services by giving us useful information on business plan development. We are not able to complete all of this things without this great people.

ABANG BOB KERANG

We have met so many people and services as well as expanding our internet skills to deal with people who are working in industries. We manage to become more organized and mature in dealing with problem and situation.

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Acknowledgement

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that is needed to be accomplished in the course work assessment for the code ENT300.

All of our group partners were accepting this as a challenge to ourselves because it developed our passion and ability in creating new ideas on business field. For the prospect of business, we were taking an advantages on developing this business plan to practice our ability and interests in different way instead of thinking and memorizing theory and facts inside the classes. In addition, this business plan helps us on encouraging our effort on becoming and educative and succeed in business field.

Special thanks to our parents for giving us the financial support in completing this business plan. The business plan have been prepared with the cooperation and support of many people. In addition, not to be forgotten to our dedicated lecturer, Sir Mohd Firdaus Bin Mohamad for his kindness in helping us during the process of completing this work project. They have provided us with good services by giving us useful information on business plan development. We are not able to complete all of this things without this great people.

We have met so many people on interviewing about this ideas and services as well as expanding our internal skills to deal with people who are working in industries. We manage to become more organized and mature in dealing with problems that occurred during our research. As a results, we have produced our own business plan which covers organization, marketing, operation, financial and other information needed by an entrepreneur as guideline to start a new business.

1.2 PURPOSE OF BUSINESS PLAN

1. It should be used to help to run your company with a more cohesive vision. It is your road map or directions. By truly analyzing your plan for marketing, sales, manufacturing, website design, etc., you greatly improve your chances for success.

2. A business plan is an effective means of defining your goals and the steps needed

to reach them. It spells out your purpose, vision and means of operation. It also serves as your company's resume, explaining your objectives to investors, partners, employees and vendors.

3. The business plan helps to organize the company information more properly by

writing down all the information and the steps that they needed to be taken under order to be successful in their business. Not only that, ensures that the entrepreneur will not skip any important step for a process to achieve their goals.

X.	Date of commencement	: 1 January 2019
XI.	Date of registration	: 24 September 2018
XII.	Registration Number	: In Progress

VISION AND DESCRIPTION

Be a first food truck that serve kerang or sea food at Kota Kinabalu Sabah.

MISSION

Our company's mission is to create an food truck company that offer best quality seafood (kerang), fresh and enjoyable to the consumer. We will accomplish this by being committed to offering great service and delicious food while enjoying busking performance.

OBJECTIVE

- 1) To provide the customers with the quality food while having a good moment with family or friends.
- 2) To create competitive market of food server especially food truck as to show the best quality seafood at the market.
- 3) To strive to meet and exceed customer's expectation so as to ensure a sustainable business relationship.

3. Marketing Plan

3.1 Marketing Objectives

Abang Bob Kerang

- 1) To provide the customers with the quality food while having a good moment with family or friends.
- 2) To create competitive market of food server especially food truck as to show the best quality seafood at the market.
- 3) To strive to meet and exceed customer's expectation so as to ensure a sustainable business relationship.

3.2 Description of products

Our main product is fresh kerang serve with special sambal and others menu's cooked in different style if customer request. This food and beverage are serve in a food truck where we prefer to move from one place to another place based by our schedule that can be referred at our media social platform. The kerang was cooked freshly using secret recipe that came from generation to generation and slowly being upgrade to remain the deliciousness.