



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
EMA CORPORATION  
GROCERIES TRUCK SERVICE

PREPARED BY:

NUR'AIN BINTI JAMRIE	2015832848
RAMIZAH BINTI MASRIN	2015825152
NOR HASIMAH BINTI AMBAN	20158539421

PREPARED FOR:  
MR. MOHAMMAD FIRDAUS BIN MOHAMAD

## ACKNOWLEDGEMENT

First of all, all praises to Allah SWT for giving us opportunity to finally complete our Business Proposal for ENT300 subject.

Our group take this project as our challenges in showing our passion, creativity and ability in completing the project. In terms of prospect of business, hopefully that this business plan project gives us advantage to learn and practice our ability in handling any business in the future in becoming an educative and successful entrepreneur.

Secondly, we would like to thank our respected lecturer, Mr. Mohammad Firdaus Bin Mohamad for giving us moral support and being so helpful in completing this Business Proposal and being so pleasant towards us. We really appreciate it and we will try to apply it in the future.

Thirdly, we would like to thank our parents for being very supportive and being helpful in completing this project. Thank you for supporting us in terms of moral support and cost support. We really appreciate it.

Last but not least, we are very proud and thankful for being a partner that stands of Nor Hasimah Binti Amban, Ramizah Binti Masrin and Nur'Ain Binti Jamrie. Thank you for giving full commitment and tolerate until we finish this Business Proposal.

1.0 Introduction	20
2.0 Organization Structure	21
3.0 Business Location	22
4.0 Schedule of Task Responsibilities	23-24
4.1 Administration Personnel	25
4.2 List of Expenses	26
4.3 Administrative Expenses	27
4.4 Administration Budget	28

TABLE OF CONTENT

## MARKETING PLAN

CONTENT	PAGE
<b>ACKNOWLEDGEMENT</b>	1
<b>INTRODUCTION OF COMPANY</b>	
1.0 Executive Summary	6
1.1 Details of Company	7-10
1.2 Purpose	11
<b>COMPANY BACKGROUND</b>	
2.0 Background of the business	12
<b>PARTNERSHIP BACKGROUND</b>	
3.0 Partnership details	13-15
3.1 Partnership agreement	16-18
<b>ADMINISTRATION PLAN</b>	
4.0 Introduction	20
4.1 Organization Structure	21
4.2 Business Location	22
4.3 Schedule of Task Responsibilities	23-24
4.4 Administration Personnel	25
4.5 List of Equipment	26
4.6 Administrative Expenditure	27
4.7 Administration Budget	28

**MARKETING PLAN**

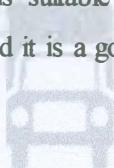
5.0 Introduction to Marketing	29
5.1 Marketing objectives	30
5.2 Service Description	31
5.3 Target Market	32
5.4 Market Segmentation	33
5.5 Marketing Strategy (4P's)	34-41
5.6 Marketing Size	42
5.7 Competitor's strengths and weaknesses	43-44
5.8 SWOT table	45
5.9 Market share	46-47
6.0 Sales Forecast	48-49
6.1 Marketing Budget	50

**OPERATION PLAN**

7.0 Introduction	52
7.1 Operation Objective	53
7.2 Operation Planning	54
7.3 Operation and business hours	55
7.4 Operation flowchart	56
7.5 Location plan	57
7.6 Operation layout	58

## **1.0 EXECUTIVE SUMMARY**

From our first meeting, we all agreed to use EMA Corporation as our company name and Groceries Truck as our service name. We all agreed to use EMA Corporation because it represents our partnership in offering the services. Groceries Truck name is taken as it shows that the Groceries Truck offer services in selling groceries product in a truck to save time and cost as it keeps moving to reach the potential customers. It is easy for the customers to remember the service. Our nature of business is service. Our factory and office is located at Taman Jaya Usaha, Kota Kinabalu, Sabah. The reason EMA Corporation chose to open business in that area because the accessibility in that area is good in terms of supplying and warehousing activities. It is suitable to carry out business because most of warehouse is build at the area and it is a goods zone for supply and office area.



*Groceries truck*

*Save time, save cost*