



اَوْتُوْ رَسِيْتِي تِي كُوْلُوْ كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105E

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

PANCAKE KEBABOOM

PRODUCT NAME:

KEBAB AND SOUFFLE PANCAKE

PREPARED FOR:

MADAM ROZIEANA BINTI A HALID @ KHALID

PREPARED BY:

NURHANIS NAJWA BINTI AMINUDDIN	2018692144
MUHAMMAD ALIF BIN RINO	2018613212
AIN NAZIHAH BINTI MOHD ZAKUAN	2018271562
NUR SYAZWANI BINTI ABDUL HADI	2018613592
NUR BALQIS THAQIFAH BINTI BAHARUDDIN	2018868604

Contents

LETTER OF SUBMISSION	3
ASSIGNMENT PROJECT DECLARATION FORM	4
EXECUTIVE SUMMARY	9
1. Business Background	10
2. Owner Background	13
3. Administration Plan	15
4. Marketing Plan	21
5 Operational Plan	29
6. Financial Plan	39
CONCLUSION	52
APPENDICES	53

LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

29 JANUARY 2020

MADAM ROZIEANA BINTI A HALID @ KHALID
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**PANCAKE KEBABOOM**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely,



.....
AIN NAZIHAN BINTI MOHD ZAKUAN
General Manager

EXECUTIVE SUMMARY

This task of assignment is about the Business Plan Outline 2020. The business name is PANCAKE KEBABOOM. The type of business that we run is the partnership business, which mean that our group, Nurhanis Najwa Binti Aminuudin, Muhammad Alif Bin Rino, Ain Nazihah Binti Mohd Zakuan, Nur Syazwani Binti Abdul Hadi, and Nur Balqis Thaqifah Binti Baharuddin is the partners and run this business. The service provided by this business is a food truck business and the product produce and sell are the soufflé pancake with various toppings and flavour, and kebab with several fills. This business operates in a strategic location where it is a public hotspot and popular place which is at the Kompleks PKNS, Seksyen 9, 43650, Bandar Baru Bangi, Selangor.

Next, in this task assignment also stated about the background of the business which includes the vision and mission, organizational chart, also logo and motto. There is also an owners background, where it stated about the background and portfolio of every partners in the business. Other than that, in this assignment also includes the Administration Plan, where there are the Administration Objectives, Manpower Planning, Schedule of Task and Responsibilities, Schedule of Remuneration, List of Office Furniture, Fitting and Office Supplies, and the Administration Budget. As for the Marketing Plan, in includes our Marketing Objectives, Description of Product, Target Market, Market Size, Competitors, Market Share, Sales Forecast, Market Strategy, and the Marketing Budget. Furthermore, it also stated about the Operational Plan, where there are an Operational Objectives, Process Planning for Manufacturing which includes the process Flow Chart, Activity Chart, Operation Layout, Production Planning, Material Planning, Overhead requirement, Business and Operation Hours, License, permits and regulations required, and Operations Budget. Lastly, the last part in this task of assignment are Financial Plan, which includes the Financial Objectives, Capital Expenditure Projections (CAPEX), Pre-Operating & Working Capital Projections (WCAPITAL), Sales & Purchase Projections (Sales & Purchases), Project Implementation Cost, Sources of Project Financing, Proforma Cashflow Statement, and Proforma Income Statement.

1. Business Background

Table 1.0 Business Background

Name of the Business	PANCAKE KEBABOOM
Business Address	Food Truck Kompleks PKNS, Seksyen 9, 43650, Bandar Baru Bangi, Selangor. (Food truck business)
Correspondence Address	Kompleks PKNS, Seksyen 9, 43650, Bandar Baru Bangi, Selangor. (Office)
Website	Pancakekebaboom.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Food
Date of Commencement	1 st January 2020
Date of Registration	1 st January 2020
Registration Number	202001108769
Name of Bank	MayBank
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 **Vision**

To become the leading and famous soufflé pancake and kebab food truck business in Malaysia.

1.1.2 **Mission**

The business missions are to sell various types of high quality and delicious soufflé pancakes and kebab, to achieve the level of customer satisfaction and deal with customers professionally in the food truck business, and to maximize the profitability of the shareholder.