



UNIVERSITI TEKNOLOGI MARA (UiTM)
SABAH

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
BORNEO MOOMOO CHEESE SDN. BHD.

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An Organic Experience

Bornei MooMoo Cheese Sdn Bhd is under the administration of our Chief Executive Officer (CEO), Mr. Muhammad Cheeza Patai. There are four departments under his administration which have a chairman, namely General as the Chairman, Marketing as the Director, Manufacturing as the Head, including the Operational Manager, Miss Sri Zahidah Idris Asyiq as the Financial Manager and Miss Nurul Sufiyyah Patai Fuzi as the Human Resources Manager. Our latest achievement was in 2008, we being awarded by the most prestigious cheese award in Malaysia, and in 2012, we are received an award in...

EXECUTIVE SUMMARY

1.0 Introduction.

Borneo MooMoo Cheese Sdn. Bhd Co. was being established in 15 May 2008. It is the first company in Borneo that produce cheese from the cow milk. It is being process respectively in Kundasang, Ranau Sabah. Our main factory is also located at Kundasang, Ranau Sabah. Our company's vision is to serve the best cheese ever with their wide variety of tastes and flavors. Besides, our second vision is also to be number one company ever in Borneo that produce cheeses. Borneo MooMoo Cheese Sdn. Bhd is also come out with our own mission. Our first mission is to achieve our goals in which we want to sell over 100,000 packets of cheeses in every year. Apart from that we are also strive for our profit in which we want to achieve within RM 100,000 in a year.

We have one branch located in Sarawak and two branches in Sabah. Our branches is just located and available in Borneo, but people from Peninsular Malaysia can also enjoy our product. With three branches all around Borneo, we are deal with six hundreds of workers respectively. Our company is dealing with a friendly-environments products. In order for us to run with our business, we never neglect our own surroundings and even for our own environments. Our products comes out in wide variety of flavors such as chocolate, vanilla, strawberry and many more.

An Organic Experience

Borneo MooMoo Cheese Sdn. Bhd is under the administration of our Chief Executive Officer (CEO), Mr. Speciallyntonce Charles Panai. There are four departments under his administration which is Miss Andriana Lisbeth Ferdinand as the Marketing Manager, Miss Dg. Siti Norazizah Bte Bakerin as the Operational Manager, Miss Siti Zahidah Bte Asang as the Financial Manager and Miss Nurul Safwana Bte Tuah as the Human Resources Manager. Our latest achievemnets are in 2009, we being awarded by the most delicious cheese ever in Malaysia, meanwhile in 2012, we are received an award on.

2.0 Purpose.

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Borneo MooMoo Cheese Sdn, Bhd will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Borneo MooMoo Cheese Sdn. Bhd has asked from Maybank for a loan up to RM 50,000 so that it can build itself in this business. The other RM 125,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 25,000 each.

The financing will be used to purchase a start up assets like machinery, factory, furniture and fittings, store, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Borneo MooMoo Cheese Sdn. Bhd has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Borneo MooMoo Cheese Sdn. Bhd will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Borneo MooMoo Cheese Sdn. Bhd is completely confident that it will be able to pay the loan back including the interest payment in the loan given.