



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

THE JUICY STAR ENTERPRISE

PREPARED BY:

SHAHREEL B. ASTA	2009676492
MOHD. ARIFF SAFUDDIN B. NORMAN	2009214856
MOHD. RAQQIB BIN AHMAD	2009857564
KHAIRUL ABDUL LAHUM	2009818322
NUR SYAHIRAH BT. SUHATDI	2009861044

9 MARCH 2012

TABLE OF CONTENTS

SECTION	PARTICULAR	PAGE
1. INTRODUCTIONS	EXECUTIVE SUMMARY	4
	DEFINITIONS OF LOGO	5
	BUSINESS PURPOSES	6
	BUSINESS BACKGROUND	7
	PARTNER CONTRIBUTION	8-9
	BACKGROUNDS OF PARTNERS	10-14
	PARTNERSHIP TERMS AGREEMENT	15-18
2. ADMINISTRATION PLAN	INTRODUCTIONS	20
	VISION, MISSION & OBJECTIVES	20-21
	BUSINESS ADDRESS	22-24
	COMPANY STRATEGIES	24-25
	ORGANIZATION STRUCTURE	26
	ADMINISTRATION PERSONALS	27
	SCHEDULE OF TASKS & RESPONSIBILITIES	28-29
	SCHEDULE OF REMUNERATIONS	30-31
	LISTS OF OFFICE EQUIPMENTS & SUPPLIES	32-33
	WORKING HOURS	34
	OFFICE LAYOUT	35-36
	ADMINISTRATION BUDGET	37
3. MARKETING PLAN	INTRODUCTIONS	39
	MARKETING OBJECTIVES	40
	PRODUCT DESCRIPTIONS	40-41
	TARGET MARKET	42-43
	MARKET SIZE	44
	COMPETITORS	44-45
	MARKETING ANALYSIS STRATEGIES	46-49
	MARKET SHARE	50-53
	SALES FORECAST	54
	MARKETING STRATEGIES	55-60
	SCHEDULE OF TASKS & RESPONSIBILITIES	61-62
	LIST OF MARKETING PERSONNEL	63
	SCHEDULE OF REMUNERATIONS	63
	MARKETING BUDGET	63

SECTION	PARTICULAR	PAGE
4. OPERATIONS PLAN	INTRODUCTION	65
	OPERATION OBJECTIVE	66
	OPERATION PROCESS PLANNING	67
	PROCESS FLOW CHART	68-70
	CAPACITY PLANNING	71
	LIST OF OPERATION PERSONNEL	72
	SCHEDULE OF TASKS & RESPONSIBILITIES	73
	SCHEDULE OF REMUNERATION	74
	MATERIALS REQUIREMENTS	75-77
	MACHINES & EQUIPMENTS	78-79
	OPERATION LAYOUT PLAN	80
	LOCATION	81
	OPERATION OVERHEAD	82
	OPERATION BUDGET	83
5. FINANCIAL PLAN	INTRODUCTION, OBJECTIVE & STRATEGIES	85
	MARKETING EXPENDITURE	86
	ADMINISTRATIVE EXPENDITURE	87
	OPERATION EXPENDITURE	88
	SALES & PURCHASES PROJECTION	89
	COLLECTION FOR SALES	90
	PAYMENT FOR PURCHASES	90
	TAX RATE & TERMS OF LOAN	91
	PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE	92
	ADMINISTRATION BUDGET	93
	MARKETING BUDGET	94
	OPERATION BUDGET	95
	DEPRECIATIONS SCHEDULE	96
	LOAN AMMORTISATION SCHEDULE	97-100
	PRO-FORMA PRODUCTION COST STATEMENT	101
	PRO-FORMA INCOME STATEMENT	102
	PRO-FORMA BALANCE SHEET	103
	PRO-FORMA CASH FLOW STATEMENT	104
	FINANCIAL RATIO ANALYSIS	105
	FINANCIAL RATIOS GRAPH	106-107
6. APPENDICES		

EXECUTIVE SUMMARY

We are starting our own business as partners after finished graduating in Diploma in Business Study from Universiti Teknologi MARA. All of us had decided to form our business identity as Juicy Star Enterprise in which we already agreed in the terms of agreement of partnership.

The main idea is to sell a starfruit juice that has been improved its ingredients. We are running the business in manufacturing and retailing sector. This business is still new because there are only few entrepreneurs producing this type of fruits into juices.

We have spotted our competitors in the market of juices which this competitor is either SME or big companies that already in this business earlier than us. For example is F&N Fruit Tree, Tri Starfruit Prima Group, and others.

The starfruit is a species of fruit that is native in this country. The fruit itself is very famous among Malaysian in which it is rich with nutrition and it is also used to make drinks as it can relinquish thirsty. So, these particular reasons give our company strength and potential in producing and retailing the juices.

Our prospect is wide where this product is focus to attract the various types of prospect either the wholesaler, retailers, intermediaries and direct customers or consumers.

1.1 DEFINITION OF LOGO



Based on our product, the cycle of the logo is the whole of society like the healthy drinking whether youngster and olders and the cycle also its present of Longan fruit. Green color is presenting the nature of the fruit which is fresh and rich in nutrient.

Yellow represent the colour of its own fruit which is the star fruit. Next, the glass represents of the luxury of the product. This shows that the product could be at the same level with the well known brand.

Finally, the star near the glass is one of the contain that will be inserted in the product to be as a main ingredient which is the star fruit.