



UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF ACCOUNTANCY

ETR 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
LA TORTILLA

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CONTENT	PAGE
1.1 BUSINESS PLAN	4
1.1.1 THE PURPOSE OF BUSINESS PLAN	4
1.1.2 INDUSTRY VIEW AND BUSINESS OPPORTUNITY	5
1.1.3 BUSINESS VISION AND MISSION	6
1.1.4 BUSINESS OBJECTIVES	6
1.1.5 BUSINESS LOGO & DESCRIPTION	7
1.1.6 BUSINESS BACKGROUND	8
1.1.7 EXECUTIVE PROFILE	9-12
1.1.8 CONTRIBUTION OF THE PARTNER FOR THE PARTNERSHIP	13
1.1.9 PARTNERSHIP AGREEMENT	14-16
2.0 ADMINISTRATION PLAN	17
2.1 INTRODUCTION	18
2.2 EXECUTIVE SUMMARY	19
2.3 BUSINESS LOCATION	20-21
2.4 ORGANIZATIONAL STRUCTURE	22
2.5 LIST OF ADMINISTRATION PERSONNEL	23
2.6 SCHEDULE OF TASK AND RESPONSIBILITIES	24-25
2.7 REMUNERATION SCHEDULE	26
2.8 ADMINISTRATION OFFICE LAYOUT AND DESCRIPTION	27-28
2.9 LIST OF FURNITURE AND FITTINGS (OFFICE EQUIPMENT)	29
2.10 LIST OF RENOVATION	29
2.11 ADMINISTRATION BUDGET	30
3.0 MARKETING PLAN	31
3.1 INTRODUCTION	32
3.2 OBJECTIVES OF MARKETING PLAN	33
3.3 TARGET MARKET	34
3.4 COMPETITORS IN THE MARKET	35-36
3.5 MARKET SHARES	37-39
3.6 SALES FORECAST	40-43
3.7 MARKETING STRATEGY	44-47
3.8 PROMOTION STRATEGY-ADVERTISING	48-51
3.9 MARKETING BUDGET	52
4.0 OPERATIONAL PLAN	53
4.1 INTRODUCTION	54
4.2 OPERATIONAL OBJECTIVES	54
4.3 PROCESS PLANNING	55-57
4.4 CUSTOMER FLOW	58
4.5 OPERATIONAL LAYOUT	59-60
4.6 MATERIAL PLANNING	61
4.7 FORECAST MATERIAL PURCHASES : SANDWICHES AND BEVERAGES	62-64
4.8 SELLING PRICE FOR TORTILLA SANDWICHES	65-69
4.9 MACHINE & EQUIPMENT PLANNING	70-73
4.10 LIST OF SUPPLIERS	73
4.11 LOCATION PLAN	74
4.12 BUSINESS & OPERATION HOUR	75
4.13 WORKING SCHEDULE	75
4.14 LICENSE, PERMITS & REGULATIONS	76
4.15 OPERATIONAL BUDGET	76-77
4.16 IMPLEMENTATION SCHEDULE	77
5.0 FINANCIAL PLAN	78
5.1 INTRODUCTION	79
5.2 FINANCIAL PLAN OBJECTIVES	79
5.3 ADMINISTRATIVE BUDGET	80
5.4 MARKETING BUDGET	81
5.5 OPERATIONAL BUDGET	81-82
5.6 FINANCIAL PLAN	82
5.6.1 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE	83
5.6.2 BUDGET	84-85
5.6.3 DEPRECIATION TABLE	86-89
5.6.4 CASH FLOW	90
5.6.5 INCOME STATEMENT	91
5.6.6 BALANCE SHEET	92
5.6.7 RATIO ANALYSIS	93
5.6.8 GRAPH	93-97
APPENDIX	98

CONTENT	PAGE
1.1 BUSINESS PLAN	4
1.1.1 THE PURPOSE OF BUSINESS PLAN	4
1.1.2 INDUSTRY VIEW AND BUSINESS OPPORTUNITY	5
1.1.3 BUSINESS VISION AND MISSION	6
1.1.4 BUSINESS OBJECTIVES	6
1.1.5 BUSINESS LOGO & DESCRIPTION	7
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1.1.8 CONTRIBUTION OF THE PARTNER FOR THE PARTNERSHIP	13
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2.0 ADMINISTRATION PLAN	17
2.1 INTRODUCTION	18
2.2 EXECUTIVE SUMMARY	19
2.3 BUSINESS LOCATION	20-21
2.4 ORGANIZATIONAL STRUCTURE	22
2.5 LIST OF ADMINISTRATION PERSONNEL	23
2.6 SCHEDULE OF TASK AND RESPONSIBILITIES	24-25
2.7 REMUNERATION SCHEDULE	26
2.8 ADMINISTRATION OFFICE LAYOUT AND DESCRIPTION	27-28
2.9 LIST OF FURNITURE AND FITTINGS (OFFICE EQUIPMENT)	29
2.10 LIST OF RENOVATION	29
2.11 ADMINISTRATION BUDGET	30
3.0 MARKETING PLAN	31
3.1 INTRODUCTION	32
3.2 OBJECTIVES OF MARKETING PLAN	33
3.3 TARGET MARKET	34
3.4 COMPETITORS IN THE MARKET	35-36
3.5 MARKET SHARES	37-39
3.6 SALES FORECAST	40-43
3.7 MARKETING STRATEGY	44-47
3.8 PROMOTION STRATEGY-ADVERTISING	48-51
3.9 MARKETING BUDGET	52
4.0 OPERATIONAL PLAN	53
4.1 INTRODUCTION	54
4.2 OPERATIONAL OBJECTIVES	54
4.3 PROCESS PLANNING	55-57
4.4 CUSTOMER FLOW	58
4.5 OPERATIONAL LAYOUT	59-60
4.6 MATERIAL PLANNING	61
4.7 FORECAST MATERIAL PURCHASES : SANDWICHES AND BEVERAGES	62-64
4.8 SELLING PRICE FOR TORTILLA SANDWICHES	65-69
4.9 MACHINE & EQUIPMENT PLANNING	70-73
4.10 LIST OF SUPPLIERS	73
4.11 LOCATION PLAN	74
4.12 BUSINESS & OPERATION HOUR	75
4.13 WORKING SCHEDULE	75
4.14 LICENSE, PERMITS & REGULATIONS	76
4.15 OPERATIONAL BUDGET	76-77
4.16 IMPLEMENTATION SCHEDULE	77
5.0 FINANCIAL PLAN	78
5.1 INTRODUCTION	79
5.2 FINANCIAL PLAN OBJECTIVES	79
5.3 ADMINISTRATIVE BUDGET	80
5.4 MARKETING BUDGET	81
5.5 OPERATIONAL BUDGET	81-82
5.6 FINANCIAL PLAN	82
5.6.1 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE	83
5.6.2 BUDGET	84-85
5.6.3 DEPRECIATION TABLE	86-89
5.6.4 CASH FLOW	90
5.6.5 INCOME STATEMENT	91
5.6.6 BALANCE SHEET	92
5.6.7 RATIO ANALYSIS	93
5.6.8 GRAPH	93-97
APPENDIX	98

2.1 INTRODUCTION

2.2 EXECUTIVE SUMMARY

Administration can be defined as a process of organizing people and resources efficiently, thus to direct activities toward common goal and objectives. Administration plan is important in an organization because it will help to manage the business activity of the organization and coordinate the operations of the administration in order to achieve company desired goals and objective.

There are several elements that involve in an administration plan which are vision, mission and objective of an organization, business logo, organization chart, schedule of remuneration, employees job description, administration budget and etc. Therefore, administrative manager is to be responsible to make the administration plan run smoothly, efficiently and effectively. They will be performing common administrative task and monitor administrative operation of a business. The manager also responsible for the whole work performance of a company and discuss with other member of management to planning the future of a company.

Thus, it is very important to have good administration plan in an organization in order to reach their target for the business.

2.2 EXECUTIVE SUMMARY

La Tortilla is what the partnership is going to be called. We will be serving especially our target market which students and adults would want to go. On the Tortilla Sandwiches.

We will be introducing 5 flavours of sandwiches as a start; Grilled Lamb, Grilled Beef, Grilled Chicken, Chicken Toast, and Beef Cold Cut.

Our business is situated at 1Borneo Hypermall, Kota Kinabalu and the kiosk is located at the 2nd Floor, near the Golden Screen Cinema. This location was chosen because of the advantages of it being a very strategic place where there are a lot of people passes by our kiosk area, and the location is very easy to memorize.

Our target market will be movie goers; adults, families, teenagers or students, and shoppers. Our sandwiches can be served really easy and fast, this is why we have chosen movie goers as our target market, they usually required less waiting time in buying foods.

La Tortilla is expected to commence on the 1st of January 2013.