

ACKNOWLEDGEMENTS



اوتونوسيتي تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Administrative Science and
Policy Studies
(AM228)

BORNEO FOOD PRODUCTS BUSINESS PLAN

PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)

Group	:	SAMA2A	
Lecturer Name	:	Dr. Jacqueline Koh Siew Len	
Group Members	:	Nicholas Francis Bangkagon	2016954111
		Dayang Februana Binti Suhaili	2016365385
		Daryll Owen Joseph	2016526979
		Siti Mastura Binti Manja	2016751851
		Eleanor Kuyun	2016729517

ACKNOWLEDGEMENTS

Susia Sabah Food Court,
33000 Kota Kinabalu,
Sabah.

We feel grateful for the completion of this Business Plan as one of the requirement that need to be accomplished in the course work assessment for the Entrepreneurship subject (ENT530).

Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Not to forgot, our lecturer Miss Jacqueline Koh Siew Len for her kindness in helping us during the process of completion of this task. She gave us a good service by providing useful information to us. Without them, we would not be able to complete this business plan.

There are a lot of obstacles that we have to face during operating our business. Through these problems we manage to become more organize and mature in dealing with problems that occur during our business operation. This business plan covers organization, sales, marketing, operation, production and financial plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort that they have shown in our project until we have successfully completed our business plan.

Thank you in advance,
Sincerely,

(NICHOLAS FRANCIS BANGKAGON)

General Manager,

Borneo Food Products

TABLE OF CONTENTS

No	Content	Pages
1.	Acknowledgement	I
2.	Cover Letter	II
3.	Executive Summary	III
4.	Company Profile <ul style="list-style-type: none">• Company logo• Vision• Mission• Objectives• Short term Objectives• Long term Objectives	1 - 2
5.	Environmental And Industrial Analysis	3
6.	Description of Venture	4
7.	Production Plan <ul style="list-style-type: none">• Process flow chart• Production Planning	5 – 12
8.	Operation Plan <ul style="list-style-type: none">• Introduction• Operation planning• Material Planning• Operation budget• Kitchen and Shop Layout• Activity Flow Chart	13 - 20
9.	Administration Plan <ul style="list-style-type: none">• Introduction• Organizational Chart• Key Management Roles• Task and Responsibilities• List Of Remuneration• List Of Furnitures• List Of Equipments• List Of Stationeries• List Of Administration Budget	21 - 28
10.	Marketing Plan <ul style="list-style-type: none">• Introduction• Target market• Market size• Competitors• Market share• Sales forecast• Marketing strategy• Marketing budget• Product description	29 - 38

COMPANY PROFILE

11.	Financial Plan <ul style="list-style-type: none"> • Capital Expenditure • Sales & Purchase Projections • Project implementation cost • Sources of project financing • Loan Amortization Schedules • Fixed Asset Depreciation Schedule • Pro-forma cash flow statement • Financial ratio analysis • Break-even Analysis 	39 - 48
12.	Conclusion	49

MAIN ACTIVITIES	FOOD PRODUCTS
DATE OF COMMENCEMENT	1 JAN 2019
DATE OF REGISTRATION	20 DEC 2018
REGISTRATION NUMBER	3627933
NAME OF BANK	MAYBANK
BANK ACCOUNT NUMBER	178901816754

Company Logo

