



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300AG3 (GROUP5)

SEMESTER 5

BUSINESS NAME:

CRUNCHPOP

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SUBMISSION DATE:

WEEK 14

TABLE OF CONTENT

NO.	CONTENT	PAGES
	EXECUTIVE SUMMARY	4
1.	INTRODUCTION 1.1 INTRODUCTION TO BUSINESS 1.2 BUSINESS BACKGROUND 1.3 PURPOSE OF BUSINESS PLAN 1.4 PARTNERSHIP BUSINESS BACKGROUND	5-11
2.	ADMINISTRATIVE 2.1 ADMINISTRATIVE PLAN 2.1.1 MISSION 2.1.2 VISION 2.1.3 OBJECTIVES 2.2 LOGO & DESCRIPTION 2.3 ORGANIZATIONAL CHART 2.4 ADMINISTRATION PERSONNEL SCHEDULE 2.5 ADMINISTRATIVE MANPOWER PLANNING 2.6 SCHEDULE OF REMUNERATION 2.7 OFFICE EQUIPMENT, FIXTURES & FITTINGS, AND OFFICE SUPPLIES 2.7.1 LIST OF OFFICE EQUIPMENT 2.7.2 LIST OF FIXTURE & FITTINGS 2.7.3 OFFICE SUPPLIES 2.8 ADMINISTRATIVE BUDGET	12-21
3.	MARKETING PLAN 3.1 PRODUCT DESCRIPTION 3.1.1 Introduction 3.1.2 Marketing objective 3.1.3 Service description 3.2 TARGET MARKET 3.2.1 Market segmentation 3.2.2 Market analysis 3.3 MARKET SIZE 3.4 COMPETITORS ANALYSIS 3.4.1 Strength and weakness of the company 3.5 MARKET SHARE 3.6 SALES FORECAST 3.7 MARKETING STRATEGY 3.7.1 Service strategy 3.7.2 Price strategy 3.7.3 Distribution strategy 3.7.4 Promotion strategy	22-35
4.	OPERATIONAL PLAN 4.1 INTRODUCTION OF OPERATIONAL 4.2 PROCESS PLANNING 4.2.1 Symbol of flow process 4.2.2 Process flow chart	

	4.2.3 Activity chart 4.2.4 Sales policy 4.2.5 Service planning 4.3 OPERATION LAYOUT 4.4 PRODUCTION PLANNING 4.5 MATERIAL REQUIREMENT PLANNING 4.5.1 List of main material 4.5.2 Indirect material 4.6 MACHINE & EQUIPMENT PLANNING 4.6.1 Equipment requirement schedule 4.6.2 Machines requirement schedule 4.6.3 List of suppliers 4.7 BUSINESS AND OPERATION HOUR 4.8 PERMITS/LICENSES REQUIRMENT 4.9 OPERATIONAL BUDGET	36-47
5.	FINANCIAL PLAN 5.1 INTRODUCTION OF FINANCIAL PLAN 5.2 IMPORTANT OF FINANCIAL PLAN 5.3 OPERATING BUDGET 5.4 FIXED ASSET DEPARTMENT SCHEDULE 5.5 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE 5.6 PRO FORMA CASH FLOW STATEMENT 5.7 PRO FORMA INCOME STATEMENT 5.8 PRO FORMA BALANCE REPORT	47-55
6.	CONCLUSION	55-56
7.	APPENDICES	56-59

EXECUTIVE SUMMARY

CrunchPop is an eatery and snacking venture whose mission is to provide customers with superior and fresh popcorns at reasonable prices. The company intends to make available to consumers tasty, appetizing, and readily available snacks for everyone irrespective of age. CrunchPop is committed to sourcing superior popcorn grains and other quality ingredients from reliable sources, thus ensuring customers get delicious, fresh, and high-quality packs of our product. The management is committed to effective administration, efficient operations, sound marketing, and proper financial management of the business.

Through market research and analysis of market trends, there has been found increasing demand for readily available snack foods in the market, particularly among the young generation of students and young workers. CrunchPop was incorporated into meeting this increasing demand in the market by offering different types of popcorns at competitive prices. Through maintaining good relations with our suppliers and efficient inventory control practices, we can be able to supply our customers with fresh products without excessive cost or wastage.

The market for snacks is very competitive; however, CrunchPop will distinguish itself in the market through the use of attractive branding, creative packaging, unique flavors, and great customer service. The marketing tactics employed by us include physical as well as online marketing channels such as social media, campus sales and customer interaction. All these marketing tactics would be effective in building our brand, attracting new customers, and creating loyal customers through customer satisfaction.

CrunchPop, being a new company, has always aimed at continuously improving itself in order to keep up with the changing market. We have ensured that our products are of good quality and are available at an affordable price with excellent customer services. We feel that based on our approach, CrunchPop has great potential for sustainable growth in the future. Our future ambition is to be one of the best popcorn companies in Malaysia.

2.0 ADMINISTRATION

2.1 ADMINISTRATIVE PLAN

2.1.1 MISSION

Our mission is to deliver high-quality, delicious, and affordable popcorn that brings joy to every moment. We are committed to using quality ingredients and excellent service to satisfy our customers.

2.1.2 VISION

Our vision is to provide high-quality ingredients to make fresh, tasty and low-cost popcorn with food safety and hygiene in mind. Our goal is to offer top-of-the-line service, develop new flavors that please our customers, and grow our company by innovation, collaboration, and sound marketing.

2.1.3 OBJECTIVES

- To maintain steady daily sales throughout the business period.
- To ensure consistent stock availability through effective communication with the supplier.
- To expand our product line by introducing at least two new flavours every year.
- To increase brand visibility through social media postings and simple promotional activities.
- To provide fast service and maintain good customer relationships.

