



MARA UNIVERSITY OF TECHNOLOGY
FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

JUL – NOV 08

FRIENDLY BURGER MANUFACTURER

PREPARED BY:

YANADIANA BINTI YAKINOL
(2006888770)

NOORIZAN BITI SAMAN
(2006888804)

MARZATUN NAJIHA BINTI OMAR
(2006888532)

ANNIE LINGKUMAN
(2006209492)

MUDZAH BINTI MUHUDDIN
(2006888557)

SUBMISSION OF BUSINESS PLAN PROPOSAL

FRIENDLY BURGER MANUFACTURER

Lot 32A-30, SMI Phase 2 Industrial Zon (IZ4)

Jalan Sapangar, Menggatal, KKIP

88450 Kota Kinabalu,

Sabah, Malaysia.

SALINAN FOTO TIDAK DIBENARKAN

Miss Jacqueline Koh,
Coordinator of MEDEC,
UiTM Kota Kinabalu,
Sabah.

Miss,

SUBMMISION OF BUSINESS PLAN FOR JULY-DECEMBER 2008

As mentioned above, our company Friendly Burger manufacturer is going to submit this business plan proposal to you.

This business plan has been prepared according to the format and all instructions given. We hope that all the benefits that we gained in preparing this business plan will be useful and this business itself could be practiced in the future. Any advises or comments on this business plan will be highly appreciated.
Thank You,

Sincerely,

.....

(YANADIANA BINTI YAKINOL)

General Manager,

Friendly Burger manufacturer.

ACKNOWLEDGEMENT

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

CONTENT

TITLES	PAGES
ACKNOWLEDGEMENT	
1.0 INTRODUCTION	
• Purpose of the business plan	2
• Business background	3
• Partners background	4
• Partnership term agreement	9
2.0 ADMINISTRATION PLAN	12
• Vision and mission of the organization	
• Introduction of the organization	13
• Location plan	14
• Type building and infrastructure	15
• Administration layout plan	16
• Organization chart	18
• Administration personnel	20
• Task description	21
• Remuneration schedule	22
• Workers intensive scheme	24
• Office plan	24
• Office equipments	26
• Administration budget	27
• Contribution asset	28
	29

1.0: INTRODUCTION

Burger was introduced in our country by the restaurant which provided the fast food for the people. For beginning it was popular in the cities. Nowadays, the burger has been accepted by people especially youths. The burger is made from the blended beef and mixed with the ingredients then it will be shaped to the burger. It can be made by the mutton, beef, and chicken. In Malaysia the most popular burger are beef and chicken. The food ACT 1985 is stated that the burger must be consist not less 65% beef and cannot contains less then 1.7% nitrogen in organic combination and cant be contains of more than 30% fat (ACT 147).

After we made a discussion, we have choose to open the manufacturing of burger as our business, since it has the potential in Malaysia namely burger based on beef, and chicken. We choose this project because it can give many benefits such as;

- 1) to ease people to buy the economic value of burger,
- 2) it have a potential to gain high profit if this entrepreneurship is run smoothly,
- 3) And it is also can reduces the country to consume huge money to imports the chicken and beef burger.

1.1: PURPOSES

The purposes of preparing this business plan are:

- 1) To apply loan from bank
- 2) To ensure the business processes run smoothly in administrating, operating, marketing, and financing.
- 3) Prepared as a guideline for the entrepreneur to manage the business.
- 4) To fulfill the customers need.
- 5) To identify the problems and run the business then tries to solve it.
- 6) To reduces wasteful cost or resources.
- 7) To ensure the higher quality of products.
- 8) Increase the ability to compete in international markets.
- 9) To identify the business location is suitable to be run so that it will enable to gain higher profit.
- 10) To ensure that the business's goals can be achieved.