



Ckobicby HMB Company,
Lot 3-30, 3rd Floor,
Suria Sabah Shopping Mall,
88999 Kota Kinabalu, Sabah,
Malaysia.

Mdm. Dayang Haryani Diana Bt. Awang Damit

Lecture of Entrepreneurship,
University Teknologi Mara,
Kampus Cawangan Sabah,
88997 Kota Kinabalu,
Sabah.

Mdm,

SUBMISSION OF BUSINESS PLAN FOR JUNE 2013- OCTOBER 2014.

The above matter is referred

02. On behalf of my group, I as a General Manager of Ckobicby HMB Sdn Bhd, would like to submit our business report on the actual date as planned.

03. Upon completing this business plan, all members in this society had put a lot of efforts and continuous commitment so that our completion of the business plan would run smoothly. The all of us, as a partnership member of Ckobicby HMB Sdn. Bhd, would like to record our sincerest gratitude and appreciation towards those who are willing to help and assist us upon completing this business plan. We hope this would be a first step in for us to become a successful entrepreneur in the future.

04. We are looking forward that this business can be realize and we wish it may give thorough information to those who are interested in this industry.

Thank You.

Sincerely,

General Manager

(LAURIAN JOHN JOHNNY)



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1.2 EXECUTIVE SUMMARY

INTRODUCTION

Ckobicby HMB company is a new company in Suria Sabah, kota kinabalu area. The company provide range of biscuit product in kota kinabalu. It is the goal of the company management to acquire local market share in the bookstore industry through a strong selection of products and services that gives great taste and quality to our customer.

COMPANY

Ckobicby HMB Company is a partnership corporation. The company is a jointly owned by Laurian John Johnny, Filletus Molek, SaidahBinti Mohammad, and Muhd. Nazrin Bin Mansur.

The shop will be located in suria sabah where it is well known as the shopping mall and place for family and tourist and it is also strategicly at the centre of city. Our facility is a rented shop lot and has enough space to accommodate our business layout.

PRODUCT/SERVICES

The company will offer range of biscuit that are unique inspired from the flower. However the first product is the Tulip Biscuit where as it is a combination of modern and tradiotional element that are the main theme of the company. This tasty and delicious biscuit provide great taste of peanut butter with cute design of Tulip. We not only concentrate retailing but also manufacature. Where we supply the product to retailer and then sell it to customer. We also provide transfortation services for those retailer that have no car.

MARKET

The food and beverages especially in biscuit industry in Sabah is yet to be fully explored. The market is dominated by local, small stores and regional chains. With branded and well known commercialize company such as munchy and julie's biscuit that also have peanut flavour biscuit in modern style, we are trying to differentiate our product with the existing product here in sabah. This will be a challenge to compete with such branded company as competitors.

FINANCIAL

Our start-up expenses come to RM400, 000.00, which is contributed from each of the jointly owner of the company and there is assets contributed from each of the owners. We are expecting to be operating at a loss for the first couple of months of business before advertising take effect and draw in customers.

1.4 BUSINESS PLAN PURPOSES

VISION	MISSION
<ul style="list-style-type: none"> ✦ To make our Tulip biscuit to be well known and famous product not only to all region in Malaysia but also to international market as a high quality food product that represent Malaysian by year to year. 	<ul style="list-style-type: none"> ✦ We provide our customer the best quality of food product that can satisfied the needs of our customer by using proper ethic. ✦ We are dedicated to providing our guest with the best quality product using best resources and gain our customer trust on our product. ✦ To increase the profit and revenue of the company in three years. ✦ To open new branches around Sabah in next five years.

OBJECTIVES OF BUSINESS PLAN

To manage the organization therefore we can achieve our goals.

- Keep the welfare of the worker.
- To gain as much profit as well.
- To gain loyal costumer and their satisfaction towards our product.
- As one of the recognized biscuit range in Sabah.



TULIPS BISCUIT

1.7 PARTNERSHIP AGREEMENT

This Partnership Agreement had been made on the 25th of June 2014 based on the Partnership Agreement Act (1965) and the moment of understanding stated that the entire members had agreed on the term of Partnership Agreement Act.

This agreement bounds the parties mentioned below:

NO.	PARTNER(S)	POSITION
1.	LAURIAN JOHN JOHNNY	GENERAL MANAGER, FINANCIAL MANAGER (921208-12-5918)
2.	FILLETUS MOLEK	ADMINISTRATION MANAGER (920801-12-5949)
3.	SAIDAH BINTI MOHAMMAD	MARKETING MANAGER (931221-12-6324)
4.	MUHD. NAZRIN BINTI MANSUR	OPERATIONAL MANAGER (930811-12-5191)