

33848 (1)

FACULTY OF SPORT SCIENCE AND RECREATION

UNIVERSITI TEKNOLOGI MARA

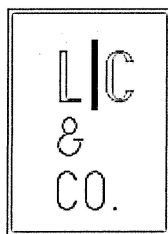
SHAH ALAM, SELANGOR



اُنَبُوْا سِيَّتِيْ بِاَتِيْكَوْا لَوْ كُنِيْ مَنَارًا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 300: FUNDAMENTAL OF ENTREPRENEUSHIP

TITLE: BUSINESS PLAN



LEKOR CRISP & Co.

PREPARED FOR:

DR AZLIN SHAFINAZ BINTI MOHAMMAD ARSHAD

PREPARED BY

AMALINA BIN SALIM	2013860036
MUHAMMAD ALIF BIN AMRIN	2013496902
ALIA NAJWA BINTI MOHD SAZALI	2013899664
AHMAD FAUZAN BIN SHAHARUDIN	2013627766
MUHAMMAD NAZREEN SHAH BIN MOHAMMAD NAZRI	2013253694

## **CONTENTS**

DECLARATION OF ORIGINAL WORK

ACKNOWLEDGEMENT

LETTER OF SUBMISSION

EXECUTIVE SUMMARY

TABLE OF CONTENT

<b>CHAPTERS</b>	<b>TITTLE</b>	<b>PAGE</b>
<b>CHAPTER ONE</b>	<b>INTRODUCTION</b>	<b>9</b>
1.1	Name of Company	9
1.2	Company Logo and Description	9
1.3	Nature of Business	10
1.4	Industry Profile	10
1.5	Location of Business	10
1.6	Date of Business Commencement	11
1.7	Factor in Selecting Proposed Business	11
1.8	Future Prospect of the Business	11
<b>CHAPTER TWO</b>	<b>COMPANY BACKGROUND</b>	<b>12</b>
<b>CHAPTER THIRD</b>	<b>PURPOSE OF THE BUSINESS PLAN</b>	<b>13</b>
<b>CHAPTER FOURTH</b>	<b>TEAM PROFILE</b>	<b>14</b>
4.1	General Manager Profile	14
4.2	Administration Manager Profile	14
4.3	Marketing Manager Profile	15
4.4	Operational Manager Profile	15
4.5	Financial Manager Profile	16

<b>CHAPTER FIFTH</b>	<b>LOCATION OF THE BUSINESS</b>	<b>17</b>
5.1 Location Plan Layout		17
5.2 Physical Location of the Project		18
5.3 Building		18
5.4 Basic Amenities		18
5.5 Reason of Choosing the Location		19
 <b>CHAPTER SIXTH</b>	 <b>ADMINISTRATIVE PLAN</b>	 <b>20</b>
6.1 Introduction		20
6.1.1 Business vision		20
6.1.2 Business mission		20
6.1.3 Business objective		20
6.2 Organizational plan		21
6.3 Man Power Planning		22
6.4 Job Specification		23-24
6.5 Working hours		25
6.6 List of benefits		26
6.6.1 Employment Provident Fund (EPF)		26
6.6.2 SOCSO		26
6.6.3 Medical leave		26
6.6.4 Food allowance		27
6.6.5 Annual leave		27
6.6.6 Travelling allowance		28
6.6.7 Maternity and Paternity leaves		28
6.6.8 List of Public Holiday taken		29
6.7 Schedule of Remuneration		29-30
6.8 List of Office Equipment		31-32
6.9 Office Layout		32

## ACKNOWLEDGEMENT

*Assalamualaikum w. b. t.*

In the name of Allah s.w.t. the most merciful, we finished and complete this business plan. All members are given all their 100% maximum ideas and commitment also a good cooperation during to completing the business plan for fulfilling the syllabus of fundamentals of entrepreneurship (ENT 300) subject.

Many people, especially our classmates and team members itself, have made valuable comment suggestions on this proposal which gave us an inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment.

In the process to complete this task, we had facing a lot of difficulty. But in the difficulty, we have gained a lot of knowledge and experience from the discussion made. We also know that it is not easy to set up the business from the bottom and we need more time to stable our business also a strong organization to compete with other competitor.

Next, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much Pleasure. We would like to show our gratitude Dr. Azlin Shafinaz Binti Mohammad Arshad for giving us a good guideline for assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment.

Finally, we want to thanks to our parents who are always supporting us to give the best and strength to complete the entire task given. Not forget, to others friend who are willing to share their knowledge and experience with us to complete this business plan.

A million thanks to everyone.

## **EXECUTIVE SUMMARY**

LEKOR CRISP & Co. is a new setup company which supplies a food, Keropok lekor. Keropok Lekor are very well known in our country, Malaysia especially east side. This company supplies a ready-made keropok Lekor, frozen keropok lekor, sauces with various type of flavor, and also accepts for any order from the catering or wedding event. Initiate on 1<sup>st</sup> October 2017, LEKOR CRISP & Co. setup in No 1-07-01, Block 2 Presint Alami, Pusat Perdagangan Worldwide, Persiaran Akuatik Sek 13, 40150 Shah Alam, Selangor Darul Ehsan. We are growth well with pre identified market size before start-up the business. Our product also give the best among the best based on the quality of the ingredient being used and the quality of the employee ethics to make sure the quality of the product is high compared to others product. Next, we are always practice a Halal way to produces the product for the customers. Lastly, we are aim to be one of the big and well known company and become an international trader. We are promising the best price with quality assurance.