



FACULTY OF HOTEL AND TOURISM MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

DIPLOMA IN CULINARY ARTS

BUSINESS PLAN

SOYSHAKE ENTERPRISE

PREPARED BY:

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PREPARED FOR:

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DATE OF SUBMISSION:

LETTER OF SUBMISSION

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13 SEPTEMBER 2012

Madam,

SUBMISSION OF BUSINESS PLAN

Regarding above matter, we are the student of Semester 05 Diploma In Culinary Arts are required to complete the group project of Fundamental Of Entrepreneurship. We have been assigned to inventing new project as partially required of the subject related. Therefore, we hope that our project can be liable to be implemented and well prepared.

1. We are the new company named Soy Shake Company will start our business at this location LOT 23, GROUND FLOOR, DATARAN PAHLAWAN MALL JALAN MERDEKA, 75000 MALACCA.
2. This business plan is very important as part of our assignment and hopefully, we will able to exercise and experience lot of knowledge through the completion of this project.
3. We are delighted to show our gratitude for our guidance during the preparation this business plan. We are also very expecting a positive comment toward this business plan.



ACKNOWLEDGEMENT

Assalamualaikum warahmatullahiwabarakatuh, first of all, we would like to thank God The Almighty. We were able to complete this business plan. Thank you for the chance given us guidance to get through all the barriers that we had to overcome to reach this point. Moreover, we thanks to God because the giving us strenghten to complete this business plan.

Beside that,we would like to thank my Fundamental Of Entrepreneurship lecturer Madam Farhana Binti Abdul Razak for every help and guidance in order to teach us how to prepare this business from the beginning until the end. Without her help, of course we couldn't get to finish this report successfully.

Moreover, we also wish to thank my classmates for their help for being so supportive and understanding us during our time to finish this report. We also would like to give a thank to person that involve during the time when we want to finished this report.

On other hand, we would to thank to Faculty Of Business Management for giving chances to us to study this course and learn more on how to create and build a new business in a future. Every difficult that we all faces are one of the challenges for us to give us a trying to solve and settle it with the bestway.

Last but not list, we would like to thank to our parent for being a good supportive person for us in order to complete this report and give a help in financial support to make us easier to complete this business plan. With no helps of the particular that mentioned above, we would face a lot of difficulties along the class period.

Thank you.



EXECUTIVE SUMMARY

Soy Shake Enterprise is our company names that we planned to become the symbols and sign of proudness of our partnership that can satisfies our customer needs. Our company operation is sell a varieties type of soy shakes to all people around Melaka that fulfil their need and want and also give a full satisfaction of service.

On the other hand, for this business for each partner needs to contribute RM 11 664.40 and it turns our capital for this business is RM58 322.00. This partnership business owned by Muhammad Haniff Omar Bin Abu Bakar, Muhammad Safuan Bin Abdul Latip, Mohamad Arif Bin Abdul Kadir, Siti Aisyah BintiTumin, and Nur SaffaYusra Binti Othman.

Our supplies that responsible to supply all the item such as fresh soy, condiment such as cincau, selasih seed, cendol, and corn puree are around Melaka such as CSB Food Trading. There is no companies has sell this product and we are the first one that open this type of product to introduce to customer the Malay people product to market. Based on our competitive analysis, our business will successful soon.

We hope our business can joy the customer starting age from child until adult and also can obtain our target to be a top 5 of successfully business of drinks that can customer remember in their mind which is Soy Shake!



UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

INTRODUCTION OF ENTREPRENEURSHIP

ETR 300

CHAPTER 1 :INTRODUCTION BUSSINESS PLAN

1.1 BUSINESS BACKGROUND

The idea to establish Soy Shake Enterprise was founded by our General Manager, En. Haniff Omar. Regarding to the insufficient capital to start a business, En.Haniff Omar find the other investor to participate in this company and to fulfil the requirement. Finally, four other investor was founded which is En. Muhammad Safuan, En. Arif Kadir, Miss Aisyah Tumin and Miss SaffaYusra.

We choose this kind of business because there a high demand nowadays in market for this kind of beverage especially at a city centre or shopping complex. We are focusing our product in centre of Malacca because the location is strategically.

We have made an effective research about the business that we are going to run. It is including about the population of the area that our company will be establish, latest taste and preferences. We also made a survey about the competitor that exists in the market especially in Dataran Pahlawan Mall to make sure that we can beat and gain our target profit.

To make sure the customer and also the potential buyer know about the existing of our business, we have make an effective promotion before and also during the opening of our company. We have advertise our business in Dataran Pahlawan Mall by distribute flyers, hang the banner and streamer at strategic places where people can easily see. We also created our own business website through the internet as nowadays people a lot more surfing internet rather than listening to radio and watching television. With this website establish, customer and buyer can obtain the necessary information that they needed regarding our product and