



DEPARTMENT OF QUANTITY SURVEYING
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UNIVERSITI TEKNOLOGI MARA
KAMPUS PERAK CAWANGAN SERI ISKANDAR

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TOPIC :

BUSINESS PLAN

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EXECUTIVE SUMMARY

This business plan report contains detail of a business named Pau Kecik Enterprise. It is a partnership business between the founder and her family. The product that being offered is *pau* which a traditional food origin from China. Founder get the idea to selling the *pau* is from her skill of making *pau*.

The aim of this business is to get customers as much it can because the target market of this business are people from all ages and gender. *Pau* that is sell is soft so that youngsters and elders can eat them. In addition, since it is food industry, so either male or female can eat it. No specific requirement needed. Moreover, the competition among seller that sell *pau* is lower because not many of people sell it. That is one of the advantage that Pau Kecik Enterprise can get.

Furthermore, profit of this busines will not be a problem because lot of people in the population loves to eat *pau*. So, even the founder take a little profit from the sales, she still get her own part of profitability. It is not a problem to worry about.

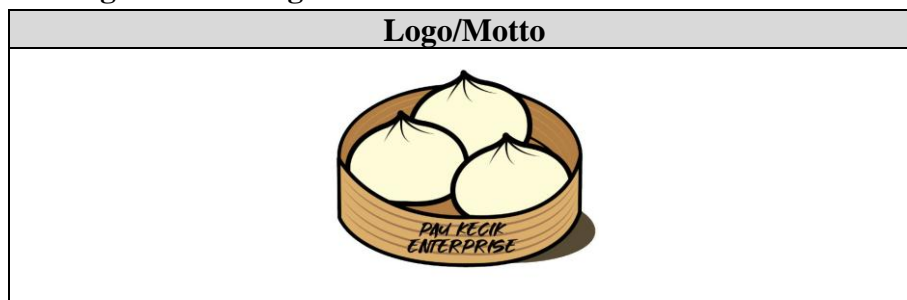
1.0 BUSINESS DESCRIPTIONS

- a) Name of the Company
PAU KECIK ENTERPRISE
- b) Factors in selecting the proposed business
- Idea of getting income
 - Got skill of making *pau*
 - Have been selling *pau* few years ago among family and close friends
 - Getting support and nice feedback

1.1 Company Background

Name of the Organization	PAU KECIK ENTERPRISE
Business Address	183-A, Jalan Kancil, Taman Saujana, 53100 Kuala Lumpur
Website/E-mail address	paukecik@gmail.com
Telephone Number	03-41021813
Form of Business	Partnership
Main Activities	Selling homemade product
Date of Commencement	20 February 2020
Date of Registration	20 January 2020
Name of Bank	CIMB Bank Berhad
Bank Account Number	7098765432

1.2 Organization Logo/Motto



Mission
Maintaining traditional way in modern life

Vision
Full of filling, full of joy

2.0 OWNER DESCRIPTIONS



Name of Owner	FARIESYA BINTI MOHD KHAIZAL
Identity Card Numbers	000913-14-1060
Permanent Address	B-2-5, Pesona Villa, Jalan Melati Indah 1, Saujana Melawati, 53100 Kuala Lumpur
Correspondence Address	B-2-5, Pesona Villa, Jalan Melati Indah 1, Saujana Melawati, 53100 Kuala Lumpur
E- Mail	fariesyamk@gmail.com
Telephone Number/Fax Number	019-3920825
Date of Birth	13 September 2000
Marital Status	Single
Academic Qualification	Masters in Marketing and Management
Course Attended	Business and Management
Skills	Multilanguange and able to give orders as a leader
Experiences	Used to work in food and beverages industry
Present Occupation	General Manager of Pau Kecil
Previous Business Experience	Operation Manager in Pizza San Francisco