



FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

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FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN

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EXECUTIVE SUMMARY

The main concept of this business is food. Food is the best product to sell because everyone loves to eat food. It provides energy, happiness and joy. In recent years there has been an increase in types of food that everyone sold either at stall or online apps. It is not strange to hear of people trying every type of food and even make a review in social media.

Our business product is a food that any customer can eat easily and it also very cheap. Popiah is actually came from a Taiwan, Singapore, Malaysia and Thailand. It has a soft skin, thin paper like crepe or pancake. In Malaysia, popiah commonly has a same taste because it made from wheat flour and most people are already feel bored. However, we, LePopiahLicious.co had found a new idea in creating new taste of popiah. Our popiah has variety of filling such as bean sprouts and sardine. Most of Malaysian love to eat popiah because it is affordable and it is very delicious to eat with its own without dipped in sauce. The product that we offered is guaranteed to be a different type in compare to the usual type of popiah.

It is important for our company to identify target market so that they can evaluate thus predict the number of actual and potential customers in the market that would actually use the service offered by the company since they will be the one who is going to generate the sales and contribute to our company business. From the research done, we know that there are three general strategies used for selecting the target market that are by appealing to the entire market with one marketing mix, concentrating on one segment or appealing to multiple market segments using multiple marketing mixes. LePopiahLicious.co sell popiah in cafe. To execute our business plan, we have decided to open our first branch in Seri Iskandar. Our chosen location is basically a small town with small number of population but shows huge potential to develop. Besides that, our companies are also located near UITM, an educational institution which is our primary target since most of our customer will consist of students because most of them like popiah because of the crispy taste of popiah and popiah are suitable for any high tea event or as dessert in occasion.

Competitions occur when there are competitors. This is something that we cannot avoid since there will always be a new competitor joining the target market. Since our LePopiahLicious.co is still new in business, we have other companies that have already start running the same business field as ours. In Seri Iskandar, basically there is two competitors and both the company are located in Bandar Seri Iskandar. But we also have our own strength. Our company has a strong brand name because the name itself is futuristic and we also have a nice logo that can attract many teenagers to come. Other than that, we give a good service to every customer that came to our café. Next, I have a brother that study at UITM Seri Iskandar and with his help to promote the café, we have our own loyal customer that came from my brother's friends.

1.0 BUSINESS DESCRIPTION

Name of the company: LePopiahLicious.co

The name is inspired by one of the coffee shops in France, Le Coffee. It is simple and easy to pronounce and also easy to remember. The idea of the name came from one of our employees that went to France before. The name is elegant and modern. It also can attract many teenagers to come to our café because in this generation, social media is very important for them. They can upload it to Instagram or Twitter after they have visited our café. Many youtuber also can come to our café to make a vlog or content because of the modern style name of our café.

Factors in selecting the proposed business:

i. Easy to make

Popiah is one of the easiest foods to make. Its only take about 5 minutes to serve 20 popiah. It can save the time for any packaging or serving.

ii. The ingredients

The ingredients are easy to find in the supermarket. It also cheap and can reduce the cost to serve the popiah.

iii. Price

The price for one serving of popiah is low compare to another food such as chicken or burger. It can help everyone to afford to buy it.

iv. Suitable for all age

The popiah is suitable for any age to eat. From children to old people can eat this food because it does not have any kind of ingredients that can affect our body.

v. Popular food

Popiah is one of the popular foods in Malaysia. Everyone love to eat popiah because it simple and also can make our stomach full instantly.

2.0 OWNER DESCRIPTION



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Telephone Number	011-12983671
Date of Birth	1 st August 2000
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Sijil Pelajaran Malaysia (SPM)• Diploma in Building
Course Attend	Diploma in Building
Skills	<ul style="list-style-type: none">• Fast response• Soft Spoken
Experience	<ul style="list-style-type: none">• Part time wedding planner
Present Occupation	Student
Previous Business Experience	Selling Nasi Lemak