



**DEPARTMENT OF BUILDING SURVEYING  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
UNIVERSITI TEKNOLOGI MARA PERAK  
CAMPUS SERI ISKANDAR**

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**FUNDAMENTAL OF ENTEPRENEURSHIP  
(ENT 300)**

Topic:

**BUILDING PLAN REPORT**

Prepare for:

**PUAN HAFINI SUHANA BINTI ITHNIN**

Group:

**AP119 4H**

<b>NO</b>	<b>NAME</b>	<b>STUDENT'S NO</b>
1	NUR ATHIRA BINTI KAMARUDDIN	2018692756

Semester:

**MARCH 2020 –JULY 2020**

Submission date:

**JULY 2020**

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## **EXECUTIVE SUMMARY**

### **Our company**

Our company is a manufacturing company what produce food under food and beverages company. The company first build in 2019 by Nur Athira. The company does now have SSM registered and only sells food to friends and neighbour.

### **Management**

We have ten important person that will run the business. These include one Administrative Manager, one Production Manager, one Marketing Manager, one Finance Manager, one Assistant Manager, two chef and three runners.

### **Our product**

1. Maman Leaves Rendang
2. Tapioca Leaves Rendang
3. Pegaga Leaves Rendang

### **The market**

On 1<sup>st</sup> September 2016, a research had been made by Statista Research Department about package food sales value in Malaysia in 2010,2015 and prediction for 2020. The packaged food sales value in Malaysia is forecasted to be worth 12 billion U.S. dollars in 2020, an increase from 9 billion dollars in 2015. This statistic clearly shows that packaged food industry in Malaysia had high demand from the consumer and can be expended year by year to satisfy consumer satisfaction.

### **Financial projections**

Based on the size of our market and our defined market area, our sales projections for the first year are RM26,400. We project a growth rate of 0.4% per year for the first three years. The salary for each of the workers will be RM2,725.00, RM1,635.00, RM1,635.00, RM1,284.00, RM4,360 and RM2,176.00. On start-up we will have ten trained staff to run the business and expect to hire four more this year once financing is secured.

## 1.0 BUSINESS DESCRIPTION

Our company's name is Dapur Kawah Sdn. Bhd. We use the name of 'Dapur Kawah Sdn. Bhd.' as our company's name is because we want to expose to Malaysian about this cooking method that had been used by Negeri Sembilan people. Dapur kawah itself means a huge pan cooked on firewood.

We choose packed instant food as our business because the owner loves to cook and eat rendang. We also want Malaysia to know about Negeri Sembilan special dishes and rendang. 'Rendang' were made by slow cooked and braised in coconut milk and spice mixture, well until the liquids evaporate and it turns dark, caramelized, and infused with the rich of spices we use. The basic substances we use are coconut milk, chilies, turmeric, lemon grass, salt, 'asam keping' and others. For our product, we use three different type of main ingredient which are pegaga leaves, tapioca leaves and maman leaves. These three types of leaves are well known among Negeri Sembilan people but no other state. Our main goal is to other state that 'rendang' is not made by meat and chicken only.

## 1.1 COMPANY BACKGROUND

Name of Organisation	Dapur Kawah Sdn. Bhd.
Business Address	No 50, Jalan SUB 2, Taman Sri Ulu Bendul, 71500, Tg Ipoh, Negeri Sembilan
Email Address	dapurkawahn9@gmail.com
Telephone Number	018-3711860
Form of Business	Partnership
Main Activities	Manufacturing
Date of Commencement	1 <sup>st</sup> September 2020
Date of Registration	1 <sup>st</sup> September 2020
Name of Bank	Commerce International Merchant Bankers (CIMB)
Bank Account Number	7602073266

*Table 1.1.1 Company Background*

## 2.0 OWNER DESCRIPTION



*Figure 2.0.1 Owner of The Company*

<b>Name of The Owner</b>	Nur Athira binti Kamaruddin
<b>Identity Card Number</b>	000325-05-0306
<b>Permanent Address</b>	No 72, Jalan SUB 2, Taman Sri Ulu Bendul, 71500, Tg Ipoh, Negeri Sembilan, Darul Khusus
<b>Correspondence Address</b>	No 50, Jalan SUB 2, Taman Sri Ulu Bendul, 71500, Tg Ipoh, Negeri Sembilan
<b>E-mail</b>	athirakmrndn00@gmail.com
<b>Telephone Number</b>	018-3711860
<b>Fax Number</b>	06-4889452
<b>Date of Birth</b>	25 March 2000
<b>Marital Status</b>	Single
<b>Academic Qualification</b>	Diploma of Building Surveying
<b>Course Attended</b>	Building Surveying
<b>Skills</b>	Cooking and advertisement
<b>Experiences</b>	Working at a restaurant for a year
<b>Present Occupation</b>	Chef Assistant
<b>Previous Business Experience</b>	Online Business (LaLoCa Mojito)

*Table 2.0.1 Owner Description*