



اُونِيُوَرَسِيْتِي تِيكِنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**ENT 300**

## **FRUIT CRUNCHY**

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**Prepared for:**

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## ACKNOWLEDGEMENT

We would like to thank God for the blessing, opportunities and strength that God gives us so that we able to finish this Business Plan on time. Even though to complete this Business Plan is hard but through cooperation and understanding that our members gives make this work easy and can be done.

Besides that, Fruit Crunchy member also would like to thank to our coordinator, Miss Nurashikin for the guidance and explanation that have given us a clear view on how to document our business plan. To complete this task we have undergo a lot of situation where we face trouble but not least we also gain new experience.

In the process of establishing the business plan, all aspect including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration. Along with the cooperation among the executive in this company performance with minimum barriers and greater return.

This very project work was completed with remarkable effort of high spirit of cooperation between the group members. They are:

- 1.Ahmad Ruzaini Bin Awang Ahmad as General Manager and Administration Manager
- 2.Muhammad Zulfadli Bin Abang as Marketing Manager
- 3.Muhd. Azwandy Bin Ijmaen as Operational Manager
- 4.Mestony Majahas as Financial Manager

Lastly, to our beloved parents who also give support and also pay for us to carry out our project.

Thank you

## SUBMISSION LETTER

Fruit Crunchy,

No.04

Kampung Sungai Bilis Sadong Jaya,

94600 Asa Jaya,

Samarahan, Sarawak.

25 JULY 2012

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Miss Nurashikin bt. Nazir Mohd,

Lecturer of Fundamental of Entrepreneurship (ENT300),

UiTM Sarawak, Samarahan Campus,

Jalan Meranek,

94300 Kota Samarahan,

Sarawak.

Dear Miss,

Re: Submission Of Our Business Plan

Based on above statement, I, Ahmad Ruzaini Bin Ag. Ahmad, as the general manager of Fruit Crunchy, acting on behalf of my group partner in this business project, would be like to submit our business plan to you for your reviewing purpose.

2. This business plan is prepare to fulfill entrepreneurship foundation (ETR) and to expose student about business field in business world. The student also can get opportunity to venture in this business in thier future. We have tried our best to prepare this business plan with all data compiles for your good judgment. This is working paper is a group effort and all experience gained are valuable leeson for entire group members.

## Executive Summary

The name of our company is Fruit Crunchy. The business is in form of partnership which consists of six members. Each partner contributes certain amount of capital as agreed in agreement.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Ahmad Ruzanin Bin Ag. Ahmad as the General Manager and Administration Manager, Muhammad Zulfadli Bin Abang as the Marketing Manager, Muhd. Azwandy Bin Ijmaen as the Operational Manager and Mestoni Majahas as the Financial Manager. The selection of General Manager is based on the skill and experience of partner.

The management team will be led by General Manager and assist by the others manager. The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager will responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. The Operational Manager is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, Financial Manager will be handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.