



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

CUCURAINBOW ENTERPRISE

PREPARED BY:

JEFFIE ALBERT AMATUS	2011141045
ESTER FENNY ROBERT	2011780213
IVY ERNALIEN SAMIT	2011342305
SITI SUFINA BINTI KUIMIN	2011511393
AZEAHAMERA BINTI MADRAN	2011537439

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1.0 EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) member which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 131,920 where the total contribution when we add the amount of each member is RM 135,000 and we have a business fund from Waqaf An-Nur Corporation Berhad which is RM 12,000.

To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this fritters making. Nowadays, color is one of the important things in any products making so colorful fritters with flavor might be a new attraction to people. We have done some research that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time for breakfast. So, with our new innovation, they can just grab a packet of fritters with different fillings and go to work. Easy as simple as that.

We will expect that our business will become more developed in the near future because with the new innovation in our fritters, the demand will increase not only during any occasion but it might be a new daily snack. This will give more advantages for us to make our product more profitable and stable in the long run.

2.0 INTRODUCTION AND PURPOSE OF BUSINESS PLAN

Fritter or in Malay known as “Cucur”, is very popular among Malaysians. It is one of the traditional fried foods. There are many types of fritters in Malaysia such as prawn fritters, anchovy fritters, chicken fritters, meat fritters and so on. Not only that, some kinds of fritters were sold on travelling cart or street side vendors. Various kinds of ingredients were battered and deep fried such as anchovies and ginger.

The purpose of this business plan is to be the popular choice among the local food suppliers in Malaysia.

Cucu Rainbow Enterprise

ADMINISTRATION PLAN

6.1 ORGANIZATION MISSION AND VISSION

Mission

To provide happiness and joy through food, music and art.

Vission

To be the popular choice among the local food suppliers in Malaysia.

ORGANIZATION OBJECTIVES

1. To create an atmosphere where each person can work as a team member, with clear goals and high standards that profit everyone.
2. To offer affordable price of products.
3. To create an attractive and diverse menu.
4. To maintain and expand the business reputation.
5. To provide excellent customer services that enhance the request of products.

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