



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

STREET 21 *mealbabi*

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Table of Contents

Contents	Page No.
Acknowledgement	1
1.0 Executive Summary	2
2.0 Business Plan Purpose	4
3.0 Company Background	5
3.1 Company's Name and Logo	6
4.0 Vision, Mission and Objective	8
4.1 Vision	8
4.2 Mission	8
4.3 Objective	8
5.0 Background of Partners	9
5.1 Partnership Term Agreement	13
6.0 ADMINISTRATION PLAN	19
6.1 Introduction to the Organization	19
6.2 Location Plan	22
6.3 Types of Building and Infrastructure	23
6.4 Objective of Administration	25
6.5 Strategies to the Business	26
6.6 Organization Structure and Chart	28
6.7 List of Administration Personnel.	30
6.8 Schedule of Tasks and Responsibilities.	30
6.9 Working Hours.	34
7.0 Schedule of Remuneration.	35
7.1 Employees Incentive Scheme.	36
7.2 List of office equipment.	38
7.3 Administration Budget	39
8.0 MARKETING PLAN	41
8.1 Introduction	41
8.2 Objective of Marketing	42
9.0 Product Description	43
9.1 Estimated Monthly Sales Based On Product	44
9.2 Target Market	48
9.3 Market Size	49
9.4 Market Analysis	50
9.5 Main Competitors	51
10.0 Analysis of Competitors	52
11.0 Market Share	53
11.1 Sales Forecast	56
11.2 Marketing Strategy	58
11.3 Marketing Budget	64

12.0 OPERATION PLAN	66
12.1 Introduction	66
12.2 Objective of the Business	67
12.3 Operation Plan Strategy	68
12.4 Business location	69
13.0 Location Plan	71
14.0 Operation process	72
14.1 Flow Chart: Service	72
14.2 Flow Chart: Order Preparation	74
15.0 Kiosk Layout Plan	76
15.1 Indicator	77
16.0 Manpower Requirements	78
17.0 Period of Working Hours	79
17.1 For Factory Operation Daily	79
17.2 Machinery Used	80
17.3 Furniture's and Fittings	80
17.4 Material – Hygiene used	81
17.5 Kitchenware	81
17.6 Other Kitchen's Material	82
17.7 Packaging materials	83
17.8 Sales Forecast for Raw Materials Each Month.	84
17.9 Total Monthly Raw Material	120
18.0 Operation Budget	122
19.0 Implementation Schedule	123
20.0 FINANCIAL PLAN	125
20.1 Introduction	125
21.0 Objective of Financial	126
22.0 Business Information	127
22.1 Budget Expenditures	128
22.2 Sales and Purchase Projection	131
22.3 Useful Life Fix Asset	132
22.4 Project Implementation Cost & Source of Finance	133
22.5 Table of Fixed Asset Depreciation	134
23.0 Pro Forma Cash Flow Statement	137
23.1 Pro-Form Income Statement	138
23.2 Pro-Forma Balance Sheet	139
24.0 Financial Ratio Analysis	140
24.1 Financial Ratio	141
25.0 APPENDICES	145

1.0 EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which compete each other. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well. Normally, entrepreneurship opens up business because want to get maximum profit.

After we made some decision, we determined to serve a variety of meatball as our product. Before we made this decision, we already did various methods to identify the chance in the business field. Nevertheless, our company name is STREET21 meatball which established as partners' company. We will start our company on 06 JUNE 2015.

We confident to run in this business field where we can gain our business target. Our priority is to make sure a very friendly customer service and customer satisfaction .This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. We come with variety ingredient which we make it ourselves. In our business, we will put a priority on the quality of the product and services as well as the costumer's satisfaction.

Our target market helps us in producing product where we are focus in Kota Kinabalu as our first step before expand our company. We use several methods to get important information from various resources. There are through interview and our observations about society demands. The result helps us making in marketing analysis about our market size, determining our main competitors, the sales forecast and the marketing strategies.

2.0 BUSINESS PLAN PURPOSES.

The purpose of preparing this business plan is:

- i. To allow the entrepreneur to view and evaluate the proposed business ventures in an objectives, critical and practical manner.
- ii. To analyze and evaluate the liability of a proposed venture.
- iii. To convince relevant financial institutions for investment potential of the business.
- iv. To act as a guideline for managing the business.
- v. To identify any possible problems and try to find the best solutions.
- vi. To estimate the costs and sales of the business.