



**DEPARTMENT OF ESTATE MANAGEMENT
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING,
UNIVERSITI TEKNOLOGI MARA PERAK
INDIVIDUAL FOLDER**

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Assignment Title: BUSINESS PLAN	
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DECLARATION:

I declare that no part of this assignment has been copied from other person's work except where due acknowledgement is made in the text, and no part of this assignment has been written for me by any other person except where such collaboration has been authorize by the lecturer concerned.

Signature: *Jzzati*

Date: 10 July 2020

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ACKNOWLEDMENT

In the name of Allah, the most gracious and the most merciful Alhamdulillah, all praises to Allah for the strengths and His blessing for me to complete this assignment. Even though the time given is quite hard, but I can manage it well and able to take my responsibilities to finish this assignment.

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Thank you.

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EXECUTIVE SUMMARY

I name my business as Nuriz Enterprise. Nuriz Enterprise is a company that runs a fresh homemade Roti John to all Roti John's lover in Malaysia. Our product is already ready to eat no need to preheat the food. These product have been commercialized by our company are sourced from local bread and meat supplies which is not imported from another country. Our company also provided various types of Roti John according to the taste from our customer for make them satisfying when the purchased and taste our product.

The reason I want to open this business is because of my deep interest in making Roti John and to show my love to Roti John. It is usually served in bite-sized slices with green chillies, tomato sauce and sweet chilli sauce on the side. Variations of this dish use chicken, beef or sardines instead of mutton. I will add more innovations include the addition of melted cheese and mushrooms. My main activity is producing and sell my Roti John.

This business located at Taman Mahsuri, Kulim. I choose Kulim because its close to Penang. This location also is a industrial zone and there are many residential areas around that operating business. Business has seen as explosion of growth over the year in Kulim and there are many people staying here because lots of job opportunities provided around. It will cause high demand of groceries and beverages. Moreover, this area is not yet running business product like ours. So, our competitors can be reduced.

Our marketing strategies is to emphasized the quality and price of our products and services. We offer very affordable price with good taste to attract customers to choose our product. Our target market is the people in the residential area and outside the area. We also provided free cod if the customer ordered above five Roti John. This is my alternative to show my appreciation towards my customers who ordered with me. Besides that, for regular customers I will give discount for any purchases which is 20% of the price.

As for organization, this business is fully managed and handle by myself and with help five extensive experience workers. They are me, Izzati as a General Manager, Aina as a Finance Manager, Zalikha as a Administrative Manager, Aiman as a Marketing Manager and Izzah as a Operation Manager. This company fully owned by me as a general manager and my team will take and play their role and responsibilities that I gave to them to make sure this business will run successfully.

2.0 OWNER DESCRIPTION



Name of Owner	NURUL IZZATI BINTI MOHD JALALU SAYUTI
Identity Card Numbers	001102-02-0614
Permanent Address	No, 89 Lorong 2B/1 Taman Emas 09000, Kulim Kedah
Correspondence Address	No, 89 Lorong 2B/1 Taman Emas 09000, Kulim Kedah
E- Mail	Nurulizzati0614@gmail.com
Telephone Number/Fax Number	Tel: 011-33113776 Fax: 04-484 6627
Date of Birth	2 November 2000
Marital Status	Single
Academic Qualification	Diploma
Course Attended	Estate Management
Skills	<ul style="list-style-type: none">● Fluent in English and Malay● Financial skills● Uniques cooking skills
Experiences	Promoter in AEON Mall, Bukit Mertajam, Penang
Present Occupation	Assistant stock clerk at PENT MART TOYS
Previous Business Experience	None