



اُنِيُوَرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

**BOSS BURGER
FOOD INDUSTRY**

PREPARED BY

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
(DIPLOMA IN BANKING STUDIES)**

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PROJECT TITLE : BUSINESS PLAN OF BOSS BURGER

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**SUBMISSION DATE
29th DECEMBER 2017**

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BOSS BURGER

Bandar Baru Permyjaya Center Point,
98000 Miri,
Sarawak.

December 22th 2017

Madam Siti Farah binti Lajim,
UITM Cawangan Sarawak Campus Mukah,
KM7.5 Jalan Oya,
96400 Mukah,
Sarawak

Dear Madam Siti Farah binti Lajim

We are here to submit an interesting business proposal in hope of receiving a start-up loan for RM22,301. We learned about your history in giving fund to food industry business. We plan to set up a business which it is a burger restaurant.

There are 3 members in this partnership. The members of the business are contributing capital RM9,707 each. We are the new comers to the world of business in food industry.

Three of us has start up plan this business since last year. We are determined to work hard together to achieve a successful outcome from this business because we can see the business opportunity for us to compete in the market with other competitors.

As stated in the plan, we are selling a homemade burger in various flavor. Our menu would be changes according to the festive seasons.

Yours sincerely,

.....
Gladwinna Benya ak Gelayan,

General Manager

Business Plan Enclosed

EXECUTIVE SUMMARY

We been doing some research about how to running a business through an interview, calculating on a forecast sales, raw material and equipment that needed in the business. Everything in this business plan is based on how what are things that we are plan to do when running a business.

In this business plan, we showing about the profile of partners in the BOSS BURGER business. The business partnership consist of 3 members. BOSS BURGER is located at Miri Sarawak. In introduction, we have explain the purpose of doing the business. We also stated the place with map of our business premise located.

In marketing plan, basically we are doing the strategy to promoting our product to the public. There a few strategy that we been use to attract our customers. We also used a disposable packing which it will ease our customer to throw it away after the have their meals. In this plan consist of the sales forecast for the first year of operating the business.

Our operating plan consist of the material that we planned to buy every month and also a list of equipment that needed in our business. In operating plan, we also calculated the amount of salary of the workers and the time of operating the business. The schedule of task and responsibilities of our workers are listed in this plan too.

In financial plan, all the cost that been calculated is key in this plan. The total profit of the business for the first year of operating is RM23,638. The break even point for BOSS BURGER is less than 1 year. The total cost for administration, marketing and operation is RM139,224.

In conclusion, this are the things that we need to be stated in a business planned if we want to open up a business. It is very important for us to plan everything early because it is not a easy things to do when it comes to plan a business.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business* : Boss Burger
- ii. Nature of business* : Partnership
- iii. Industry profile* : Food Industry
- iv. Business Location* : Miri
- v. Date of commencement* :17 December 2018

vi. Factors in selecting the proposed business:

a) To expose customer with homemade food.

b) To provide meaningful experience to customers to taste the unique savory flavors of homemade burgers.

vii. Future prospects of the business:

a) To open more branch at other places .

b) To make our own original brand to produce other food that provides customers with various choices .