



(ENT 300)

FUNDAMENTALS OF ENTREPRENEURSHIP

FOUR'ES-TA & JUICE **(PASTA & JUICE)**

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Sir,

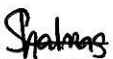
Submission of Business Plan (ENT 300)

Referring to subject above, we would like to submit our proposal business plan which is for the ENT 300 subject.

According to the subject's syllabus, we have been completed our business plan through its guidelines, needs and requirements. This proposed business plan is including all departments needed; marketing, operation, organizational and financial. It is constructed so that it can be a guideline for us in effort to open up a new business venture.

We hope that this proposed business plan does fulfil any of your requirements. We are really appreciate and thankful for your guidance all along in making this project. Thank you for your willingness to spend your time to analyze and help us to improved it. Any lacks or mistakes in any areas are all ours. Last but not least, we hope that you will approve this proposed business plan with all of our effort.

Yours sincerely,



(SHALMAS BINTI HAMID)

General Manager

Four'es-Ta & Juice

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ACKNOWLEDGEMENT

Peace be upon you. We are really thank you to our creator, the God, the Almighty for His blessing to us to finish and complete our business plan for the subject of ENT300.

In this new era, before we are entering a market will many competitors, first, we have to be prepared physically and mentally. Also, to be able to plan for the future of our business, we must make a business plan as our guideline to start up a new business.

A business plan is a roadmap or route for a new entrepreneur. It will guide the entrepreneur from the beginning point to the goals that he or she wants to achieve. This will prove how much the entrepreneur really wants the business to be successful.

Of course, in any business there will be many risks and obstacles. However, with a big effort and guidance, we might able to finish up what we have been started. Therefore, it is really important to know what actually we want to do and how can we achieve it.

We are really thankful to Mr. Johari Bin Abdullah for his willingness to spend his time to guide us in making this business plan until the end. We also would like to thank our classmates because they are so supporting with each other. Last but not least, we really appreciate the help from our family and the encouragement they gave to us.

Finally, we hope that this business plan does meeting the expectation of anyone who will read it. Hopefully all the content is all clear, correct and effective to be a guideline.

Thank You

1.0 INTRODUCTION

Company's Name : Four'es-Ta & Juice

Nature of Business : Restaurant (Foods & Beverages)

Industry Profile : Service

Location of Business : Lot 10781, Section 64 KTLD, Ground Floor,
Jalan Simpang Tiga, 93350 Kuching, Sarawak.

Operational Date : January 1st 2015

Our business was founded through partnership. We are a small starting company which are trying to promote healthier and fresher foods to the citizens at an affordable price.

Factors of Selecting Business Proposed :

Pasta or spaghetti is known as an expensive food and hard to make. Some people prefer to eat instant noodles which are convenient, easier to make and cheaper but not healthy. Thus, we want to change their mindset and promote pasta or spaghetti as a healthy food at an affordable price to feed their family and themselves. We also expected that it have a bright future in expansion and growth of business.

Future's Prospects :

Our future prospect is to make profit to our company. We are also aim to own a manufacturing factory and will be a manufacturer of our own products which is "Frozen Pasta Box". We hope by then, our products are well-known.