



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

BRILLIANT ENTERPRISE

‘AROYMAK TOM YUM’

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DIPLOMA IN ACCOUNTANCY

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DATE OF SUBMISSION : 6<sup>th</sup> OCTOBER 2015

## **SUBMISSION LETTER**

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Sarawak,  
Madam,

1 September 2015

## **SUBMISSION BUSINESS PLAN**

Referring to the subject stated above, I am Paul Ashween as a representative of our company would like to submit our business plan for your further evaluation and further action.

This business plan was completed according to the guidelines and requirements given for the subject and serve as a guide for a proposed business venture which covers marketing, operation, financial and administration aspects. Thus we are very grateful for your support advice and motivation throughout the accomplishment of this business plan and also enable us to complete this business plan in the time given.

## EXECUTIVE SUMMARY

First of all, this business is based on partnership where it consists of four (5) members 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 141,093 where the total contribution of each member is RM10,000 while General Manager contribute extra RM1,093 and the rest RM 90,000 is from CIMB Banks loan. Seafood Tom Yam is one of the most popular Tom Yam at our company. AROYMAK TOM YAM with tagline “Tomyummylicious , you wouldn’t even mind the heat” is located near Matang with address: Sublot 60, lot 12006; 2<sup>nd</sup> floor, Lee Ling, Phase 9, Jalan Matang 93050 Kuching, Sarawak and will be operated at a 1000 square feet shop.

ARORMAK TOM YAM is a company which focuses on food and beverages in Sarawak. Tom yum is one of thai traditional food but is also mostly popular in Sarawak, Kuching. Simple home cook food that is both spicy yet satisfying is what makes the customer loves tom yum. To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this tom yum making. Nowadays, we have alot more variety of Tom Yam. With loan given as a support from CIMB Bank we are hoping and wishing to make AROYMAK TOM YUM will be able to achieve outstanding demand from consumer.

The management will be led by different managers to tackle different aspects in the business. I Paul Ashween as the General Manager will have to form the objectives, planning strategies and monitor the organization policies and also as mastermind in an organization. To plan and monitor the strategic progress of the business To maintain good communications skill and relationship towards government, private sector, customer and also financial institution. Ensure all activities to run smoothly using the proper procedure. Able to cooperate and interact with people. To carry out interview for workers and to evaluate the workers performance. Ensure that all the business objective will be achieve. Siti Nadia as the Administration Manager will have to plan administration system and ensure it become efficient and effective. Help the general manager manage and plan systematic management. To identify the marketing target, current market and determine the strategy which is suitable to be used. Nurul Shafiena as the Marketing manager will have to prepared marketing

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## 2.0 INTRODUCTION

Marketing can be defined as activities that are carried out systematically to enhance sales of product as long as the activities are guided by religious and ethical practices. Marketing is basically exchange of activity that takes place between a business entity and its customer.

The customer can include individuals, other business entities and support organizations. Marketing is not simply a collection of specialist business communication skills. It is separate management practice which, when integrated with operational and finance management, forms the backbone of any business.

Marketing plan is a business document written for the purpose of describing the current market position of a business. Its marketing strategy for the period covered by the marketing plan.

Marketing is about communicating the value of a product, service or brand to customers or consumers for the purpose of promoting or selling that product, service or brand. These communication can be either positive and negative.