



UNIVERSITI
TEKNOLOGI
MARA

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

De Las Frutas

Team Member:

Group AC1106A

- | | |
|----------------------------|--------------|
| 1. Nurul Adira Binti Kamil | (2008258978) |
| 2. Asnah James | (2008272194) |
| 3. Mohd Firdaus Bin Mazlan | (2009199835) |
| 4. Mohd Fildza Bin Ibrahim | (2008263136) |

Prepared For : Mr Malvern Bin Abdullah

Date of Submission : 1st April 2011

DE LAS FRUTAS

ETR 300 students,
Diploma in Accountancy
Universiti Teknologi Mara,
Samarahan Campus,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Mr. Malvern Abdullah
ETR 300 Lecturer,
Universiti Teknologi Mara,
Samarahan Campus,
Jalan Meranek,
94300 Kota Samarahan,

SARAWAK

1st APRIL 2011

Sir,

RE: Submission of Business Plan

DE LAS FRUTAS

Executive Summary

“De Las Frutas” is derived from a Spanish word and it is translated as “The Fruit” in English. The name was chosen in order to project the idea that our business is focusing on producing fruit based products.

It is a partnership business which consists of five members. Each partner has their contribution shares as agreed in our partnership agreement. This partnership business will be totally owned and managed by Bumiputeras. Our business activity includes selling food and beverages. The business will be operating in No. 11 Jalan Simpang Tiga, 93300 Kuching, Sarawak, Malaysia.

All partners are entitled to participate in the business management. We have agreed to appoint Nurul Adira Binti Kamil as our General Manager & Administration Manager, Asnah James as the Marketing Manager, Mohd Firdaus Bin Mazlan as the Production Manager and Mohd Fildza Bin Ibrahim as the Financial Manager.

The General Manager, Miss Nurul Adira Bin Kamil is responsible in controlling, leading, organizing and planning the entire business. She will lead the rest of the members. She will stand in the position of the Administration Manager who is responsible for the jobs relating to office administration.

Miss Asnah James is the Marketing Manager and she is responsible in preparing marketing plan. This will also cover for the process of identifying the target market share, sales forecast and the marketing strategies.

DE LAS FRUTAS

CONTENTS

PARTICULARS	PAGE
Submission Letter	1
Acknowledgement	3
General Plan	
• Executive Summary	7
• Partnership Agreement	9
• Introduction	13
• Name of Company	14
• Nature of Business	14
• Location of the business	14
• Date of commencement of business	15
• Factors in Selecting business	15
• Future Prospect	15
• Business plan purposes	16
• Vission, mission and objective	18
• Company's Logo	19
• Logo description	20
• Business partner's profile	21
Marketing Plan	
• Introduction	30
• Marketing Objectives	32
• Products Concept/Service Description	33
• Our Products	34
• Target Market	35
• Market Size	37
• Competitors	38
• Market Share (before)	39
• Market Share (after)	40

1.0 INTRODUCTION TO GENERAL PLAN

In order to operate a business proficiently, we need to have an efficient and complete method of management. Every partner must contribute to this strategic management as constant effort in preparing the business proposal is the fundamental of reaching our objectives. To add on, the vital part of managing the business is to maintain its efficiency level.

There are several aspect that must be considered in running a business such as marketing, production and financial aspect. Those aspects complete the four function of management; planning, organizing, leading and controlling. These aspects will assists us in reaching our goals.

Administration department also play a major role in the business activity. This department set the vision and mission which is applicable to the organization as a guideline in their daily activities. Included in their role is the responsibility of the decision in the allocation of resources to avoid incurring wastages. Another responsibility of this department is to make sure that every department collaborates with each other so that the organizational goals can be achieved.