PINEAPPLECIOUS SDN.BHD «SNACK, A MORE MEANINGFULL"

ORE MEANINGFUL

ULTY OF MECHANICAL ENGINEERING

(PART 5)

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ACKNOWLEDGEMENT

Thank you very much to Allah S.W.T for giving us this opportunity to complete this Business Plan as one of the things we need to do in evaluating course work for ENT300 code.

Thank you to our parents who supported us in completing this business plan. This business plan is provided with the cooperation and support of many people. In addition, it was memorable to our lecturer, Ahmad Ahmad Misuari Bin Ibrahim for his kindness in helping us in the process of completing this project. She provided the right guidance by sharing useful information and great ideas with us. Without her, we would not have been able to complete this business plan.

Through this, we have become more organized and mature in addressing issues that have arised during our research. This business plan includes organizational plans, marketing, operation, finance and training as well as other information needed by new entry renours as a guide to starting a business.

Finally, to the involved and directly or indirectly contributing to this business plan, we are very grateful to them for the efforts and initiative that they have put into our project until we have successfully completed our business plan. I apologize to all the other anonymous referees elpe u_a th ugh this project and hope this business plan report gives us some insight into the Ent pren urial world and facts about becoming entrepreneurs in the future.

EXECUTIVE SUMMARY

PINEAPPLECIOUS Sdn. Bhd. Is a company that makes pineapple chips and comes with a new aura of added flavours like spices and cheese.

Our customers are retailers and super markets because we know customers will be more interested in buying them when it comes to super markets and retailers. PINEAPPLECIOUS Sdn. Bhd is introducing pineapple chips that have been added with flavours to make it more popular.

Across Johor especially PINEAPPLECIOUS Sdn. Bhd's excitement has seen a boom in growth this year. Johor is a major area of pineapple farms, so the demand for pineapple chips has grown around the world. Although there are some businesses like ours in Johor but world have delivery services and online businesses.

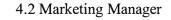
PINL PPECECIOUS Sdn Bhd's marketing strategy is to emphasize the quality and price of our products and services. We offer reasonable prices. Management PINEAPPLECIOUS Sdn. Bhd. It is made up of four key worke s: Ainaa-Nadhirah, Wan Muhammad Fakhrulah. Muhammad Amirul Amin and Muhammad Fuad. Our employees have extensive experience. finance business, ales and accounting. These four partners will assume joint responsibility as different partners' dutie: and portfolios.

We already have a commitment of services and products planning to aggressively recruit our brands through newspapers, advertising and signage. This pineapple chips will be widely known and loved by the public.

CONTENTS	PAGES
LETTER OF SUBMISSION	Ι
ACKNOWLEDGEMENT	II
TABLE OF CONTENT	III
EXECUTIVE SUMMARY	IV
1.0 INTRODUCTION	1-3
1.1 Name of Business	
1.2 Nature of Business	
1.3 Industry Profile	
1.4 Location of the Business	
1.5 Date of Business Commencement	
1.6 Factors in Selecting the Proposal Business	
A Pature Prospects of the Business	
2.0 PURPOSE OF PREPARING THE BUSINESS PLAN	NCC
21 To evaluate the project viability and growth potential	
2.2 Terapply for loans or financing facilities from the	5-6
relevant tinancial institutions	CON CON
2.3 To act a contract eline for the management of the	
propos ess	
2.4 To allocate business resources effectively	
3.0 BUSINESS BACKGROUND	
3.1 Vision and Mission	
3.1.1 Vision	
3.1.2 Mission	7-10
3.2 Organizational Chart	
3.3 Logo and Motto	
3.3.1 Logo	
3.3.2 Logo and Description	
3.3.2 Motto	
4.0 BACKGROUND OF PARTNERSHIP	

TABLE OF CONTENT

4.1 General Manager & Administration Manager



4.3 Operation Manager

4.4 Financial Manager

5.0 LOCATION OF BUSINESS

5.1 Physical Location of the Project

5.2 Building

5.3 Basic Amenities

6.0 MARKETING PLAN

6.1 Marketing Objectives

6.2 Description of Products

6.3 Target Market

6.4 Market Size

6.5 Competitors

6.6 Market Share

7 Sales Forecast

Marketing Strategies

6.9 Organization Chart for Marketing Department

6.10 Manpower Planning

6.11 Schedule of Task and Responsibilities

6.12 Schedule of Remuneration

6.13 Marketing Budget

7.0 OPERATIONAL PLAN

7.1 Introduction

7.2 Process Planning

7.3 Operations Layout

7.4 Production Planning

7.5 Material Planning

7.6 Machine and Equipment

7.7 Manpower Planning

7.8 Overheads Requirement

7.9 Location Plan

7.10 Business and Operation Hours

7.11 Operations Budget

37-53

16-17