



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

**GLUTINOUS GURU
PARTNERSHIP**

PREPARED BY

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDIES**

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBERS :

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**PREPARED FOR:
MADAM AGNES KANYAN**

SUBMISSION DATE:

11 JUNE 2018

LETTER OF SUBMISSION

Diploma in Business Studies,
Semester 5,
Universiti Teknologi MARA (UiTM), Cawangan Mukah,
KM 37, Jalan Oya,
96400, Mukah,
Sarawak.

Madam Agnes Kanyan,
Lecturer of Entrepreneurship (ENT300)
Universiti Teknologi MARA (UiTM), Cawangan Mukah,
KM 37, Jalan Oya,
96400, Mukah,
Sarawak.

Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL

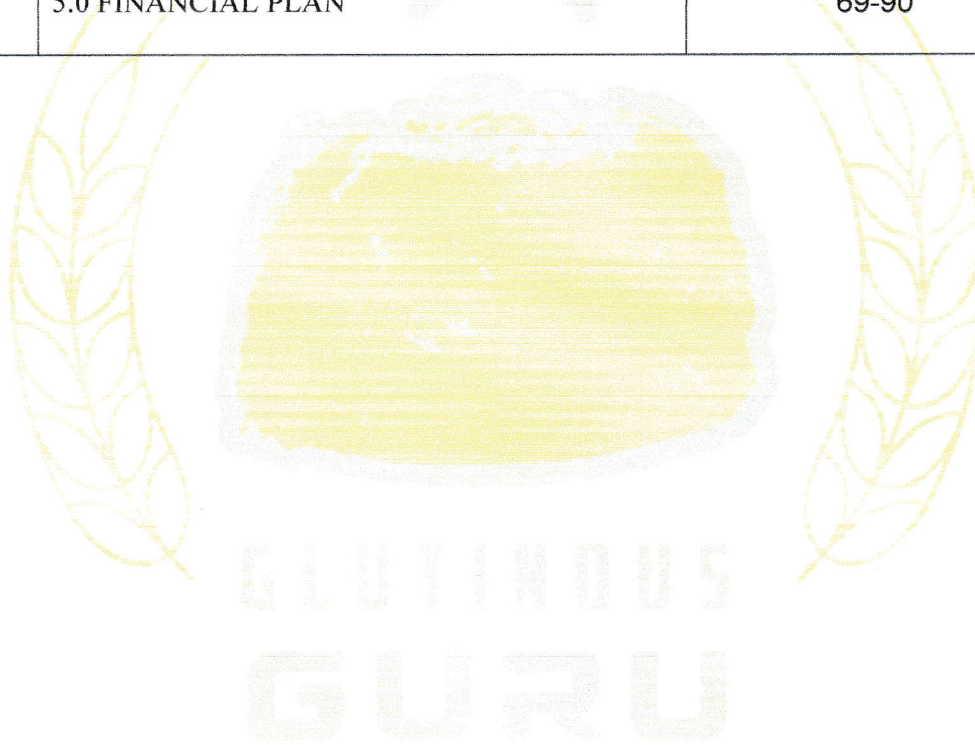
Referring to the subject stated above, we would like to submit our business plan proposal for entrepreneurship (ENT300) subject.

2. The business plan was completed according to the guidelines and requirements given in our syllabus. The business plan was prepared as a written document and guideline for a business proposal venture which include Background, Administration Marketing, Operational and Financial aspects.

3. We hope that the business plan that we have prepared has fulfil all of the requirements. Any mistakes in any aspects falls fully on us and we are looking forward for any comments on our project in order to improve it as well as our self. We would like to thank for all the guidance and time that you have spent to go through our business plan. With all our efforts we hope that you will consider and approve the business plan that we have prepared.

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EXECUTIVE SUMMARY

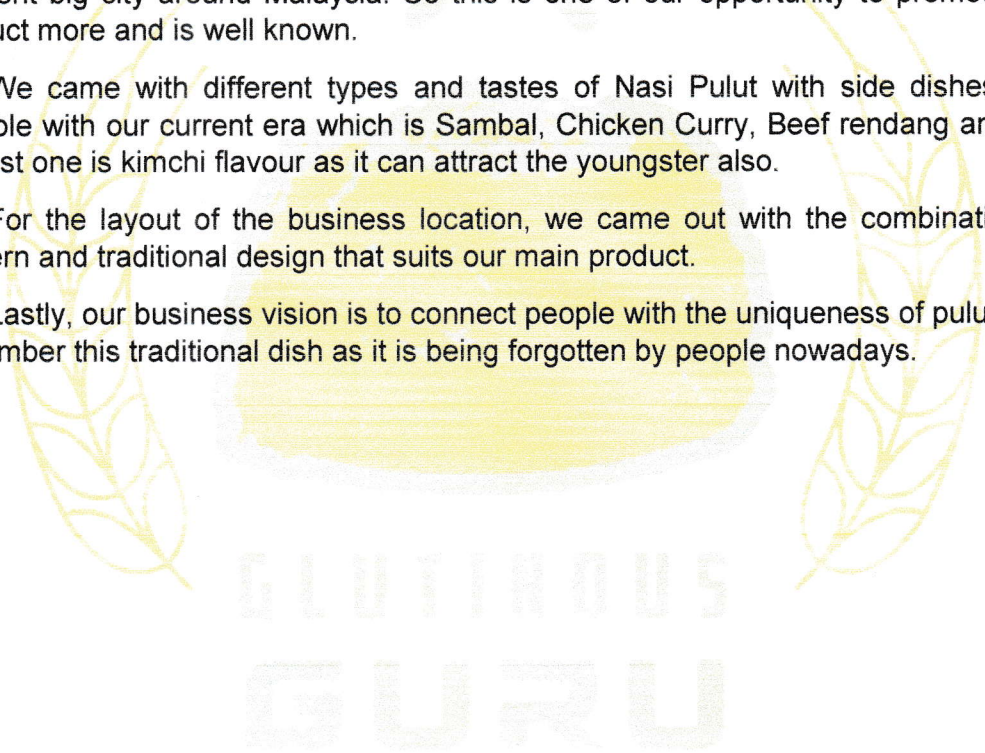
The business plan is based on partnership where it consist of 4 members that each of us hold one of the important position. For the General Manager and Administration position is hold by Mrs Sharifah Siti Khatijah Bt Syed Muhammed Yussuf, Marketing Manager is Mrs Fanizah Bt Mashor. Next, for the Operational and Financial Manager, is hold by Mr Solomon ak Manggai and Mr Alvlendino bin Stephen. The name of our company is Glutinous Guru which located at the 21, Lot 4, Taman Boulevard Setiaraja Mukah the centre of Mukah City. We believe that this location can attract a lot of customer which is among the residents of this town especially students from UiTM Mukah and Politeknik Mukah.

Food industry where nowadays people like to eat more. We like to bring back Malaysian traditional food which almost forgotten by the generation nowadays. As we can see that Mukah have many students that are studying here that came from different big city around Malaysia. So this is one of our opportunity to promote our product more and is well known.

We came with different types and tastes of Nasi Pulut with side dishes that suitable with our current era which is Sambal, Chicken Curry, Beef rendang and the newest one is kimchi flavour as it can attract the youngster also.

For the layout of the business location, we came out with the combination of modern and traditional design that suits our main product.

Lastly, our business vision is to connect people with the uniqueness of pulut and remember this traditional dish as it is being forgotten by people nowadays.



GLUTINOUS
GURU

1.1 INTRODUCTION TO THE BUSINESS

- I. Name of the business :Glutinous Guru
- II. Nature of the business :Partnership
- III. Industry profile :Food Industry/Service
- IV. Business Location :21, Lot 4 Taman Boulevard Setiaraja 96400
Mukah Sarawak
- V. Date of commencement :1 January 2019

VI. Factors in selecting the proposed business

The factors that lead us to choose this business is because we want to introduce one of Malaysian traditional food to the new generation nowadays. Nasi pulut is the one of the most likely food in the old days and be selected for some important event. Thus, we also serve this Nasi Pulut with different types of side dishes that can be eaten by Malaysian.

VII. Future prospects of the business

Looking forward to expand widely and open new branch not only in Sarawak but also around Malaysia and overseas. Besides, we want to make sure that our profit will increase throughout the time.