



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

HOMELICIOUS SEAFOOD BURGER

PREPARED BY:

NURZAHIDAH BINTI IBRAHIM	2012536895
NOR BAZLAA-AMANI BINTI JOHARI	2012979377
FAMIEZZA EZZA FAZIRRA BINTI LATIP	2012326639
NURZULAIKHA FUADANI BINTI MOBIL	2012795949
SHASILLA BINTI BAKHTIAR	2012324709

DIPLOMA IN INFORMATION MANAGEMENT IM110

MARCH 2015

Table of Contents

1.0	Introduction.....	1
1.1	Name of the company	2
1.2	Nature of Business	2
1.3	Industry Profile	2
1.4	Location of Business	3
1.5	Date of Business Commencement	4
1.6	Factor in selecting the proposed business	4
1.7	Future Prospect of Business	5
1.8	Purpose of business plan	5
1.9	Vision, Mission, Objectives & Goals.....	6
1.10	Business Background.....	7
1.11	Sources of Finance	8
1.12	Background of partners	9
1.13	Logo Description	14
2.0	Marketing Plan	17
2.1	Marketing objectives.....	17
2.2	Product and service description	18
2.3	Target Market	18
2.4	Market Segmentation	19
2.5	Sales Forecast	20
2.6	Schedule of Remuneration	28
2.7	Marketing Strategies	29
2.8	Marketing Budget	36
3.0	Administrative Plan	38
3.1	Administration Strategies	39
3.2	Organization Structure	40
3.3	Job Description	41
3.4	Office Working Hours.....	43
3.5	Schedule of Remuneration	43
3.6	Emolument for the Employees	44
3.7	Facilities	46
3.8	Stationaries	50

EXECUTIVE SUMMARY

After doing research on the business opportunity available in Kota Samarahan, our group decided to specify our business in both which is service and product. Our group has come up with the business plan of partnership whereby our organizations name will be named as Homelicious Seafood Burger.

In trying to establish this business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration.

The administrative part, will tell about the administration budget including the chart of organization, remuneration table, job description, and so on. Most of all, our goals and strategies will tell us more about the organization will be told in this part of studies.

The marketing and operation are carefully handled in order to obtain the maximum profit, it is important as these are the factors that determine the percentage of profit and allocation of market share in selling service which is keep affecting both operations and marketing. Besides that, they also shows the organizations strategies of promotion and the operation process. The further details will be shown in the marketing and operation plan.

The financial, will tell about the organization capital, profit and their balance sheets as well as the organizations cash flow. Besides that, it shows the organization profit and loss account.

Lastly, we sincerely hope that these guideline which was given to us will help us to correct our mistakes and we also hope that our business plan will be accepted.

1.0 Introduction

Business plan is very important for a new business. This is because the business plan will explain about the activities, strategy, financial operation, and others related to the business. The business plan will help the new entrepreneurs as their guidelines in managing their business effectively to form a new business.

Homelicious Seafood Burger is a business that produced burger and delivering service to our customer. This business is joint venture business between 5 partners. All partners have agreed to abide all the terms of partnership to contribute some capital according to the allocated shares. We agreed to make this business as a partnership business due to the fact that we able to share all the profits as well as the knowledge and experience in order for that business to achieve high productivity and gather many idea to expand our business.

The main reason of existence of Homelicious Seafood Burger is to provide best homemade burger which has the new taste and giving the good service to our customer. Our target markets are the people who lived at Desa Ilmu, Kota Samarahan area, which is primary and secondary school nearby, UiTM and UNIMAS students. Homelicious Seafood Burgers is located in Desa Ilmu, Kota Samarahan. We locate our business at Desa Ilmu because Desa Ilmu is the strategic location since it is the center of educational area, higher institution and housing area. With our concept, we are planning to provide the new taste of burger that becomes more popular from day to day.

With the help of an experience and knowledge of worker, we are confident that we can achieve our goals and make our business known by many people. With the introducing of the Homelicious Seafood Burger, we do believe that our customer will experience the new taste of homemade seafood burger patty.

In our organization, we do believe in cooperation, sincerity, punctuality, efficiency, creativity, trustworthy, tolerance, and respect will guide us and help us to keep in track in order to achieve our goals.

1.1 Name of the company

The name of our company is Homelicious Seafood Burger. The given name is related to the seafood burger, which its patty is done by using homemade style. In the other hand, we made it with special new taste of seafood. This company will use fresh seafood to create the uniqueness and freshness and also can attract customers to come and try our product. As for our location is, our company had chosen Desa Ilmu area which is very famous among the student from higher educational learning such as UiTM Kota Samarahan and UNIMAS. Moreover, this place also can get more attraction because of there is Summer Mall that located near to Desa Ilmu area.

1.2 Nature of Business

In our company, Homelicious Seafood Burger, we have decided to provide and promote food as our nature of business, which is homemade seafood burger. This company try to attract people especially the teenagers and youth by serving them with the uniqueness of our burger which is done by using homemade style with seafood as the patty flavor. Our main priorities are to satisfy our customers' demands.

1.3 Industry Profile

The company business is owned actively by partnership which is form by five partners. The company started as a small company as Homelicious Seafood Burger that located at Desa Ilmu, Kota Samarahan, Sarawak. Our company is focus on food which is burger for customer's preferences. For the products, we make different type of seafood taste and in the other hand, our company will give a good services by serving our product to our customers.