



**BUSINESS PLANNING**

**ENT530**

**POPVIETY POPCORN**

**PREPARED FOR: MOHAMMAD ZAIM BIN MOHD SALLEH**

**PREPARED BY:**

|  |                   |
|--|-------------------|
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## **EXECUTIVE SUMMARY**

Popviety is a registered and standard popcorn production business that will be situated in Bandar Baru Bangi, a township which recently crowned as "Knowledge City". Bandar Baru Bangi is situated in the district of Hulu Langat in Selangor. It is located between Kajang and Putrajaya and is about 25 km away from the capital city, Kuala Lumpur. We have actually secured a standard facility along this major road that we believe will meet the specific business and target market that we intend to serve.

Popviety produces, prepares, sells and distributes a large variety of popcorn to our prospective customers. Popviety also takes care of private deliveries when a customer orders which covers Bandar Baru Bangi area. Since Bandar Baru Bangi is titled as the knowledge city, we are targeting our market to all of the college students, staffs such as lecturers and officers and also the communities nearby. This is because Bandar Baru Bangi has a lot of educational organizations such as:

- Universiti Kebangsaan Malaysia (UKM)
- Universiti Putra Malaysia (UPM)
- Maktab Perguruan Islam (MPI)
- Malaysian France Institute (UNIKL - MFI)
- Kolej Poly-Tech MARA (KPTM)
- Universiti Tenaga Nasional (UNITEN)
- Infrastructure University Kuala Lumpur (IUUKL)
- Institut Latihan Kehakiman Dan Perundangan (ILKAP)
- German-Malaysian Institute (GMI)
- Aviation Management College (AMC)

We understand there are small businesses that offer or sale popcorns and most of our services, but after we did an extensive research and planning, we decided to start on a large scale to dominate the market and bring in new ideas to weaken our competitors. We introduced the home delivery option for our customers to enable them enjoy the treatment and service our competitors won't

be able to offer them. Furthermore, we will come out with our own innovative packaging, wide variety of flavors and make sure that all of our customers will receive first class treatment whenever they come to our facility. Other than that, we also will invent a CRM software besides operating a system where our customers can visit an online bar to place orders for our products online and get them delivered to their precise location.

Popviety is a partnership business of five members which are Noor Shahira binti Abd Hamid, Afriena Nadhira binti Mohd Asri, Wafa binti Mohd Taib, Regina Paya Lusat and Nurizzati binti Ahmad Zahari. Each of us has our own skills and experiences in handling our duties. The average of our experiences in our own field is estimated from 3 years up to 7 years.

We are going to start our business with RM 40,000.00 amount of capital which is contributed by our partners. As we mentioned before, we have five partners which are General Manager, Administrative Manager, Marketing Manager, Operation Manager and Finance Manager. We are planning to start our business with just one outlet but will expand when we have achieved our desire brand affinity and corporate identity.

## COMPANY PROFILE

### 1. Company Background

|                                       |  |
|---------------------------------------|--|
| <b>Name Of The Business / Company</b> | Popviety Enterprise  |
| <b>Address</b>                        | 2-18, Jalan 15/1f, Seksyen 15, 43650 Bandar Baru Bangi, Selangor                 |
| <b>Telephone</b>                      | 018-7932479  |
| <b>Email</b>                          | <a href="mailto:popovietyenterprise@gmail.com">popovietyenterprise@gmail.com</a> |
| <b>Form Of Business</b>               | Partnership  |
| <b>Main Activities</b>                | Selling of variety flavours of popcorn and delivery services                     |

### MISSION

Build a popcorn production business that will produce a large variety of popcorn to our prospective customers at affordable prices in Bandar Baru Bangi and Malaysia as whole.

### VISION

Handle the operation and administration in the organization effectively and efficiently by fully utilized the resources available to avoid any waste. Especially, when it involved with financial resources, labor, equipment and capital that we have invested.

## 2. Environmental Industry Analysis

### SWOT Analysis of Popviety

| <b>Strength</b>   | <b>Weaknesses</b>  |
|---|--|
| <ul style="list-style-type: none"><li>• Have many variety of flavour of popcorn</li><li>• Price of our popcorn is affordable for all level of incomes</li><li>• Have a special service from workers</li><li>• Supply for occasional event and provide popcorn gift in a form of baskets</li><li>• Provide a comfort facilities to customer</li><li>• High quality of unique product</li><li>• Provide delivery services towards customers</li></ul> | <ul style="list-style-type: none"><li>• Do not opened 24 hours</li><li>• Do not have membership card</li><li>• Undifferentiated of products and services</li><li>• Market position</li><li>• Weak brands</li></ul> |