



اَوْنِيُوْرَسِيْتِيْ تِيْكُوْلُوْمِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Prepared for**  
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**BUSINESS PLAN**  
**T.M.N.T COMPANIES**  
**(EDIBLE WATER BOTTLE / EDIBLE MILK BUBBLE)**

**Prepared by**

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## EXECUTIVE SUMMARY

The business of T.M.N.T companies is a business that produces and sell new innovation product which is an edible water bottle and an edible milk bubble. The concept of our product is to make people slowly using less plastic bottle which are dangerous to our earth and also our health. That is why we want to bring this kind of product to food and beverage industries with concept gain profit while conservation the environment. The target markets of our company are children and all people that have different type of age. To inform the existence of our company and services, we have distributed flyers to nearby residential and business premises. In fact, customers can also get information about our company on the website provided. The competitive advantage is as they are already been longer in industries and gain trust from the customer better than us. Next, for the profitability, we are in advantage as there is still no others company that producing the product. Our management team is consisting from very skilful and acknowledge person that will be able to handling the companies very well. There are the general manager, administrative and marketing manager, operation manager and finance manager.

### 1. COMPANY PROFILE

<b>Name of the business</b>	EDIBLE WATER BOTTLE AND EDIBLE MILK BUBBLE
<b>Business address</b>	PUNCAK ALAM
<b>E-mail address</b>	T.M.N.T @gmail.com
<b>Telephone number</b>	03-3554355 (office)
<b>Main activity</b>	Producing and selling the edible water bottle and edible milk bubble.

## 2. ENVIRONMENTAL INDUSTRY ANALYSIS

### SWOT analysis

<b>Strength</b> <ul style="list-style-type: none"><li>• New product that exist in industry</li><li>• Interesting alternative of drinking water or milk.</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>• Does not have any trust from customer.</li><li>• The product have shorter expired period.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Attract customer to contribute toward our environment.</li><li>• The product is easily to use.</li></ul>	<b>Treat</b> <ul style="list-style-type: none"><li>• Hard to make people accept new product.</li><li>• Limited supplies for raw material of the product.</li></ul>

## 3. ORGANIZATION PLAN

- Below are the position as well as name for each of the position in our company:

KEY MANAGEMENT ROLES	NAME
CEO/General Manager	FATIN LIYANA BINTI ABDUL RAHIM
Administrative Manager	FATIN SYAFIQAH BINTI MOHD ZAIDI
Marketing Manager	
Operation Manager	IZHAM BIN HAJAR
Finance Manager	VERONICCA BABRA MONNA ANAK KUDANG

- The table below depicts the career highlights for every partner in our company:

<b>NAME AND POSITION</b>	<b>CAREER HIGHLIGHTS</b>
<b>FATIN LIYANA BINTI ABDUL RAHIM</b> CEO/General Manager	<ul style="list-style-type: none"> <li>• Former assistant manager at Cactus Marketing Sdn Bhd for 7 years.</li> <li>• Have been awarded as the best employee of the month for 3 year.</li> </ul>
<b>FATIN SYAFIQAH BINTI MOHD ZAIDI</b> Administrative and Marketing Manager	<ul style="list-style-type: none"> <li>• Former administrative assistant at Jebat Enterprise for 3 years.</li> <li>• Have experience as part time promoter for various branded product.</li> </ul>
<b>IZHAM BIN HAJAR</b> Operation Manager	<ul style="list-style-type: none"> <li>• Former senior operation supervisor for 5 years at KFC Holding.</li> <li>• Have got several appreciation letters for his commitment to work.</li> </ul>
<b>VERONICCA BABRA MONNA ANAK KUDANG</b> Finance Manager	<ul style="list-style-type: none"> <li>• Former chief financial officer at Prudential Companies for 4 years.</li> <li>• Actively involve with Bursa Saham Malaysia.</li> </ul>

- Exact duties and responsibilities of each of the key members of the management team:

<b>NAME AND POSITION</b>	<b>DUTIES AND RESPONSIBILITIES</b>
<b>FATIN LIYANA BINTI ABDUL RAHIM</b> CEO/General Manager	<ul style="list-style-type: none"> <li>• Oversee daily operations of the business unit or organization</li> <li>• Ensure the creation and implementation of a strategy designed to grow the business</li> <li>• Coordinate the development of key performance goals for functions and direct reports</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide direct management of key functional managers and executives in the business unit</li> <li>• Ensure the development of tactical programs to pursue targeted goals and objectives</li> <li>• Ensure overall delivery and quality of the unit's offerings to customers</li> <li>• Engage in key or targeted customer activities</li> <li>• Oversee key hiring and talent development programs</li> <li>• Evaluate and decide upon key investments in equipment, infrastructure, and talent</li> <li>• Communicate strategy and results to the unit's employees</li> <li>• Report key results to corporate officers</li> <li>• Engage with corporate officers in broader organizational strategic planning.</li> </ul>
<p><b>FATIN SYAFIQAH BINTI MOHD ZAIDI</b> Administrative and Marketing Manager</p>	<ul style="list-style-type: none"> <li>• Maintain administrative staff by recruiting, selecting, orienting and training employees.</li> <li>• Maintaining a safe and secure work environment.</li> <li>• Provide communication systems by identifying needs.</li> <li>• Maintain professional and technical knowledge by attending educational workshop, benchmarking professional publications, and establishing personal network.</li> <li>• Determine the marketing plan.</li> <li>• Supervise and coordinate business activities.</li> <li>• Identify the potential markets</li> <li>• Alert with the customer need and evaluate the product.</li> </ul>