



اَوْنِبُوْ رَسِيْتِيْ بِا تَيْكُونُوْ لَوِيْ مِيْمَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

'POPIAH O'JENG'

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DIPOMA IN PLANTATION AND AGRICULTURAL

AT110 5C

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1.1 SUBMISSION LETTER

Diploma in Plantation Management,
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2016

MR. Faisal,
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Sir,

RE: SUBMISSION OF BUSINESS PLAN REPORT

Referred to the statement above, We would like to submit our business plan report for your evaluation and further action. We had completed our report according to the guidelines and procedures given during the lecturer.

Futhermore, we are very much appreciate with your help on finishing the business plan report. Without your help, it is impossible to finish the report without any mistakes and poorly constructed plan of our business.

We are hoping that our report can satisfy you and wishing that our report is to be evaluated with non-discriminatory. your sincerity and honesty would be much appreciated.

1.3 EXECUTIVE SUMMARY

Popiah Ojeng is a partnership business that consist of four partner where they share the same interest and passion in Korea foods. The four partners are the General Manager, Administration Manager , and Marketing Manager, Operation Manager and Financial Manager.

Popiah Ojeng is a business mainly based on selling korea foods.specialty in making Popiah with four varieties based on different country that are korea, Thailand ,Singapore and Vietnam style Popiah with fresh ingredients. The raw materials of the ingredients are some homemade and fresh from the market. Our target markets are the people such as tourist, student and population that near the places we choose. What make our business unique are we selling our foods in a food truck? Our food concept are grab and go. Fast yet easy to eat and affordable.

We decided our location to be at four famous places at Kuching that are Summer Mall, The Springs, Viva City and Boulevard. It's a strategic place where is located in a rapidly growth citizen due to many college and university are open plus the tourist that attract to the places. Furthermore, as our food truck concept is mobile so we can go anywhere to sell our foods.Soon, there will be an international airport in Mukah which can increase the number of customers.

Except to increase the number of customers and gain profit.We aim to be one of the famous food truck in Borneo. We hope in the future we have good records of sales to open up another franchise around Malaysia.

1.5 INTRODUCTION TO BUSINESS PLAN

The business plan of Popiah Ojeng is proposed so that it can be taken by comprehensive manner.

This business plan gives us the opportunity to access on business industry in the future. We decided to form a partnership business which in Korea fast food, food truck category.

As concluded, the partnership is an excellent option for us to take part 1 because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive income.

POPIAH OJENG

1.6 NAME OF THE COMPANY

Our company's name is Popiah Ojeng . The name itself might attract the costumer to try our food. Our company based seling Korea fast food truck whereas it's the very first food truck restaurant that sell four different style of Popiah from four different country. The specialty of our product of course its popiah.