



اَوْبُو سَيْيْتِي تَنْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

**“GWRAP”
PARTNERSHIP**

PREPARED BY :

**FACULTY & PROGRAMME : FACULTY OF BUSINESS ADMINISTRATION
(DIPLOMA IN BUSINESS STUDIES)**

SEMESTER : BA1115 (B)

PROJECT TITLE : BUSINESS PLAN FOR “GWRAP”

GROUP MEMBERS :

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SUBMISSION DATE :

13TH DECEMBER 2018

SUBMISSION LETTER

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12TH DECEMBER 2018

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Mukah Campus, 96400 Mukah,
SARAWAK.

Sir,

SUBMISSION OF ENTREPRENEURSHIP BUSINESS PLAN

According to the title above, we would like to submit our business plan on the name of GWRAP Enterprise consist all detail, example, document and the following procedure which is located at Kuching, Sarawak.

2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, organizational structure, financial planning, marketing and operation aspect plus all other information regarding business plan.

3. These are the list of entire group members that involves in the process of completing the business plan:-

- I. SYAIDATUL ATHIRAH BINTI AYUB
- II. SARAH BINTI RAHMAN
- III. NUR AFIQAH UMIRA BINTI SABARUDIN
- IV. NURUL AFIQAH BINTI HAMZAH

TABLE OF CONTENTS

	CONTENTS	PAGE
1.0	Executive Summary	5
2.0	Introduction	6
3.0	Purpose of the Business Plan	7
4.0	Business Background	8
5.0	Partners' Background	9
6.0	Marketing Plan	13
7.0	Operation Plan	27
8.0	Administrative Plan	44
9.0	Financial Plan	51
10.0	Conclusion	77
11.0	Appendices	78

1.0 EXECUTIVE SUMMARY

GWRAP offers tortilla wrap for customers, giving a variation of fillings such as the salted egg butter chicken, grilled chicken, and also special fillings during the festive seasons.

We are targeting customers from the groups of student to the busy office workers. As we focused on this class of customers, we also provide delivery service to offices if the office workers could not come to us directly.

GWRAP marketing strategy is to emphasize the quality and the price of our product. We offer affordable because as we know that if we are selling to school student, they definitely go for the price they can afford while the office workers would likely to get something with good quality and most convenient for them.

The management of GWRAP led by 4 managers, each responsible for the administration, marketing, operation and financial of the business. All tasks and duties have been distribute fairly to each one of the managers to ensure that everything in the business is running smoothly.

2.0 INTRODUCTION

2.1 INTRODUCTION TO THE BUSINESS

2.1.1 NAME OF THE BUSINESS

Our business's name is GWRAP Enterprise. The name 'GWRAP' is from the combination of the word 'Grab' and 'Wrap' that can be relate to our business of selling tortilla wrap that you can just grab whenever you want. We choose the name also because it is easy for the customers to pronounce and remember as well as one of the way to attract the customers.

2.1.2 NATURE OF BUSINESS

Our main activity of the business is selling tortilla wraps. The tortilla wrap includes variety of fillings you can choose from such as salted egg butter chicken filling which is our signature filling, grilled chicken filling and special and limited fillings during the festive seasons. We also provide fast delivery service within Kuching areas.

2.1.3 BUSINESS LOCATION

Our business is located at No. 139B, Bangunan MARA, Jalan Satok, 93400 Kuching, Sarawak. The chosen location can be considered as strategic it is near some schools and also offices where it will attract school students and office workers during their peak time.

2.1.4 DATE OF COMMENCEMENT

Our business is registered on 1st July 2017. We start to operate on 1st January 2018 and it is our business date of commencement.