



## PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

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### KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

### ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. INTAN MULIATI ABU BAKAR.
2. NUR MAZWAN ABD. NAIN
3. NORMANIYA ZAHID
4. JULIANA ABD. RASID
5. JUNAIDA RAMLY.

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

**MOHD. AZHAR OSMAN**

Koordinator

b/p. Provos



- D ● → DEVOTED
- E ● → EFFICIENT
- L ● → LIVELY
- I ● → INNOVATIVE
- F ● → FORWARD LOOKING
- R ● → RELIABLE
- A ● → ADVENTUROUS
- N ● → NUTRITIOUS
- C ● → CUSTOMER FOCUSED
- E ● → EXCELLENCE

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## **EXECUTIVE SUMMARY**

Delifrance Asiatic Sdn. Bhd. (Sungai Petani branch) is the business that managing the regional chain of plants. Delifrance is an integrated baking concept, with manufacturing, wholesaling and retail capabilities. We plan to commencement this business in year 2005. We have divided our business plan into four department to make sure an efficient and effective work. Each department has their own strategies and planning.

### **ADMINISTRATION PLAN:**

Knowledge in management is important to expand technique in achieve tangible solution and a systematic planning to control business for effectiveness and efficient in manage and administrated. Having a clear and meaningful mission is other our systematic planning. We also concentrated on administration strategies to improve our management team. Others we also have another planning for our workers.

### **MARKETING PLAN:**

Marketing is the one and important components in the business. We combined all marketing strategies to increase sales and promote our product. We produce product that based on French bakery and beverage. We do research on all aspect to determine the way for our business. We also determine our competitors to know our market share after we entered to the market. Our forecasted sales as below:

Year 2005	41789 QTY (FOOD)
	38069 QTY (BEVERAGE)

Year 2006	44714 QTY (FOOD)
	40734 QTY (BEVERAGE)
Year 2007	148739 QTY (FOOD)
	51267 QTY (BEVERAGE)

#### OPERATION PLAN:

In operation department, we have own objective and strategies to make sure our operation process more efficient, to maintain freshness, choice, originality and French flair in our product. We also have a planning to increase productivity and minimal wastage.

#### FINANCIAL PLAN:

In financial department we determine our capital need. We need loan on term loan basis amounted RM 247 500 after contribute capital among partners. We also do our expectation on our profit. There are our expectation profit after tax:

<input checked="" type="checkbox"/> Year 2005	RM 4335818.2
<input checked="" type="checkbox"/> Year 2006	RM 4663042.57
<input checked="" type="checkbox"/> Year 2007	RM 5111314.85

We also offered security such as

- Land
- Bank guarantee
- Good (houses)

We also make sure enhance on company image, improved staff morale and have an experience quality team.