



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

CHEEZYCHICKS

FOOD & STALL

PREPARED BY

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Executive Summary

CheezyChicks is established as a partnership business which is among five person. The organization of CheezyChicks consists of General Manager which is Nur Shafina Binti Saimon, Administrative Manager which is Nur Suhadda Binti Mohammad Suhaili, Operational Manager which is Ezmith Ujang Syah Bin Khairulhizam, Marketing Manager which is Mohd Ridwan Bin Ahmad, and Financial Manager which is Siti Nurhamizah Binti Abdul Hamid.

CheezyChicks have been choose because we have been inspired by the entrepreneur that we have been interviewed for our case study assignment. His business is gaining popularity among young people and that is one of the reason why we established this business.

CheezyChicks is located in two place which is at student pavilion inside the UNIMAS. The second location for our stall is at UITM campus 2 which is beside Bank Islam ATM. The date of our commencement 11Th November 2020 and was launched at the mentioned address.

CheezyChicks is expected to attract customers with a delicious, fried chicken is fresh from stove and spicy also combination with carbonate drink. This business plan is create a strong market position between two big university which is UNIMAS and UITM Samarahan with the aid of help of five experienced people. We also focuses on meeting the customers need and demand regardless of ages, income range, ethnics and ethics in Kota Samarahan through our business.

INTRODUCTION

I. Name of the Business

Our company's name is CheezyChicks. The word that been use for our company based on combination of our main sauce and spicy chicken popcorn. We are choosing this name because we want our customer remember our business and it easy to pronounce. We want to show to the people that our place not just selling a fried chicken and then done, we want them to feel our place is a place that they want to hangout and have fun with their friends and family.

II. Nature of Business

Our priority to open this business is to provide or serve our with customer various type of our sauce other than our main sauce it is because our spicy chicken popcorn is more delicious if it come with different type of sauce. For our beverage, we only serve three type of carbonate drink because it is a good combination to serve our CheezyChicks with carbonate drink.

III. Name of Partner

There are five founder for this business who are Nur Shafina binti Saimon as the General Manager, Ezmith Ujang Syah bin Khairulhizam as the Operational Manger, Nur Suhadda binti Mohammad Suhaili as the Administrative Manager, Mohd Ridwan binti Ahmad as the Marketing Manager, and also Siti Nurhamizah binti Abdul Hamid as the Financial Manager.

IV. Location of the Business

There are two different place for our business which is one of it is at student pavilion inside UNIMAS. It is a main point where student UNIMAS will go when they want to find a food. Second is beside Bank Islam ATM building that located at UITM campus 2. In that location it also a place that student will go to grab and withdrawal their money and we thing it will be one of our strategic plan place our business.

V. Date of Business commencement

We have registered our business on 20th September 2018. The commencement date our business is on 11th November 2020.

VI. Background of Industry

This business actually focus on our fried chicken popcorn but we decide to make a combo with beverages. This industry relates to all food and beverages industry whether producing, regulating and distribution of food and beverages and in addition also a special service. As you all know, food is a priority to people especially to people who like fast food.

VII. Future prospects of the business

For our future prospects, we hope that our business can be one of the best business that provide best friend chicken which is chicken popcorn and beverages to our customer in Sarawak especially at Kota Samarahan and also around Malaysia. Other than that, we also want customer to choose our stall in their first list of place their go to eat. We also want to show to other people that our stall serves high quality of food which is chicken popcorn and beverages which will be improve in every aspect of our business. We also believe if our company provide a good services and high quality of food and beverages, our business can be operated in a long term.

PURPOSE

Business plan is a set of documents prepared by an organizations' management to summarize its marketing, operational and financial objective for the near future. It provides step-by-step guideline once we started our business. It also provides an idea on how to achieve the organizations goals. This business plans is very important to a new company like CheezyChicks because it may help us to maintain our business longer in the Malaysian market.

1. To evaluate the projects viability and growth potentials

Everyone in this company will use the information contained in the company's business plan, whether to set performance targets, guide decision-making with regard to on-going operations, or assess personnel performance in terms of the their ability to meet objectives set forth in the business plan. A company's performance and progress can be measured within planned goals involving sales, expenditures, time frame, and strategic direction. Business plan also help an entrepreneur or business manager identify and focus on potential problem areas, both inside and outside the company.

2. To apply for loans or financing facilities from the relevant financial institutions.

The business plan shows the financial strength of the company especially when applying for loans and to convince the investors towards providing funds or other financial institutions. The investor or financial institutions will evaluate a company's ability to handle more debt and, in some cases, equity financing. The business plan documents the company's cash flow requirements and provides a detailed description of its assets, capitalization, and projected financial performance. It provides potential lenders and investors with verifiable facts about a company's performance so that risks can be accurately identified and evaluated. If the company has good business planning, they will be interested in investing in the company. For the financial institutions, they will be more confident in lending to the company to finance the company's business activities. So, the good business plan will plays an important role to the company to get their fund for financing the business activities.