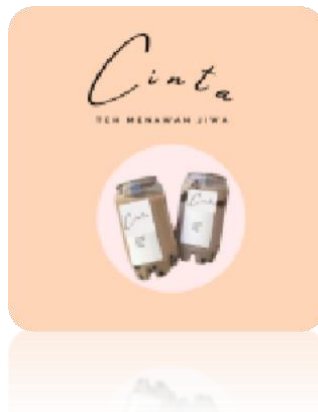


**FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY (UiTM)
CAMPUS PASIR GUDANG
DIPLOMA IN BUSINESS STUDIES (TRANSPORT)
BA117**

**FUNDAMENTALS OF ENTREPRENUERSHIP
(ENT300)**



REPORT TITLE:
BUSINESS PLAN OF CINTA TEA

PREPARED BY:

AIMI ATIQAH BINTI MUHAMMAD KHALIDI	2018429744
AMIRAH NURAINI BINTI ASMARIZAM	2018209522
NURUL ANASHAHIRA BINTI NOREKHMAL	2018256614
SOFEA NAZIRAH BINTI SHAHREEN	2018279132

PREPARED FOR:
MADAM FAIRUZ BIN RAMLI

SUBMISSION DATE:
31st JANUARY 2021

TABLE OF CONTENTS

LETTER OF SUBMISSION	1
TABLE OF CONTENTS	2
EXECUTIVE SUMMARY	5
ACKNOWLEDGEMENT	6
PARTNERSHIP AGREEMENT	8
1.0 INTRODUCTION	13
1.1 Name of the Business	13
1.2 Nature of Business	13
1.3 Location of the business	13
1.4 Purpose of Business	13
1.5 Purpose of Business Plan	14
2.0 BUSINESS BACKGROUND	15
2.1 Business Profile	15
2.2 Organizational Chart	16
2.3 Logo and Motto	17
3.0 BACKGROUND OF PARTNERSHIP	18
3.1 Administration Manger	18
3.2 Marketing Manager	19
3.3 Operational Manager	20
3.4 Financial Manager	21
4.0 ADMINISTRATION PLAN	23
4.1 Introduction to Administration Plan	23
4.2 Vision, Mission, Objective and Goals	24
4.3 Organizational Chart	25
4.4 List of Administrative Personnel and Remunerations	26
4.5 List of Task and Responsibilities	27
4.6 List of Administrative Remuneration	29
4.7 Schedule of Remuneration	30
4.8 Office Furniture, Office Equipment and Office Supplies	31
4.9 Administration Budget	34
5.0 MARKETING PLAN	36
5.1 Introduction to Marketing Plan	36
5.2 Product Description	37

5.3	Target Market	38
5.4	Market Size.....	39
5.4.1	Forecast of Sale for One Month.....	39
5.5	Market Share	40
5.5.1	Population.....	40
5.5.2	Market Share before Existence.....	40
5.5.3	Market Share after Existence	40
5.6	Competitors.....	41
5.7	Sales Forecast.....	42
5.8	Marketing Strategy (4Ps)	44
5.8.1	Products	44
5.8.2	Price.....	44
5.8.3	Place	44
5.8.4	Promotion.....	44
5.9	Marketing budget.....	46
6.0	OPERATION PLAN.....	48
6.1	Introduction to Operation Plan	48
6.2	Process Planning	49
6.2.1	Symbols Used In Process Chart	49
6.2.2	Process Flow Chart.....	50
6.3	Operation Layout Plan.....	53
6.4	Production Planning	54
6.4.1	Production Planning Calculation for Output Per Month And Per Day	54
6.5	Material Planning	55
6.5.1	List of Raw Materials	55
6.5.2	Bills of Materials	56
6.5.3	List of Materials Requirement Schedule	57
6.5.4	List of The Suppliers Of Raw Materials	59
6.6	Machine And Equipment Planning	61
6.6.1	Machine and Equipment Requisition Planning Schedule	61
6.7	Overheads Requirement.....	67
6.7.1	Overhead Requirement Schedule for <i>CINTA</i> Tea.....	67
6.8	Location Plan	68
6.9	Business and Operation Hours.....	69
6.10	License, Permits And Regulations Required	70
6.11	Operation Budget.....	71
6.11.1	Operation Budget	71

EXECUTIVE SUMMARY

This business plan will introduce our new business which is CINTA Tea. CINTA Tea is a business enterprise who sells trending beverages in Malaysia. Since bubble tea is on trend and has been a number one choice from customers, CINTA Tea made a fast move to step in this new business to follow the new trend. For sure, our new brand will come with a unique taste among the competitors. The pearl milk tea drink with chewy pearls has taken over the world and this type of beverage is coming from Taiwan. These drinks have been so addictive that people are continuously yearning for it every day. Our business is located in Tesco Cheras Hypermarket in Cheras, Wilayah Persekutuan Kuala Lumpur. Our type of business is a partnership and has started on 1st January 2021. CINTA Tea sells a lot of varieties of tea and smoothies. Our company is focusing on making a drink that can make a person satisfied and healthy. Since our ingredients for our drinks use a good quality sugar but with less sugar.

Cool beverages like CINTA Tea are the best solution to relieve your thirst with hot weather in Malaysia. We believe we will attract more customers to come in our outlets. Besides, our target market is from many ages, for example from teenagers, youth, adults to elderly. The customers can demand if they need extra sugar or they want less sugar. Thus, it's very perfect for an individual who enjoys sweet drinks like tea and smoothies.

CINTA Tea consists of 5 main managers in running the business which are the Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Each of the managers has their own roles and responsibilities. Because of them, CINTA Tea will be a successful business and runs smoothly.

ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude to Almighty Allah SWT for enabling us to complete this report on Business Plan Report in subject Fundamentals of Entrepreneurship in code ENT 300. While we have experienced a lot of difficulties to complete this task, we are proud since our group is still able to complete it.

We would like to thank my lecturer Madam Fairuz Binti Ramli for the guidance and help while doing this assignment. Without her help, we don't think we can finish our assignment. Again, thank you for motivating us to do better in this assignment. She has provided us with an important example and guarantee that we can learn more about this task.

Besides, we also want to thank every group member that always commits to make sure this report can be submitted in a good condition. We believe without the cooperation from each member, this task couldn't be done with exact time. Moreover, not to forget our classmates who also helped to provide useful information that enabled us to come up with ideas for furthering this report. Last but not least, a great thank to our families who tried their best to give their support for us by giving us a lot of encouragement for keeping up with this assignment especially at the moment of Movement Control Order (MCO) and with online class.