



اُنْبُوْا سِيَّتِيْ تَكُوْنُوْا كِيَوْمَارَا  
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TEKNOLOGI  
MARA

أكاديمية الدراسات الإسلامية المعاصرة  
Akademi Pengajian Islam Kontemporari  
*Academy of Contemporary Islamic Studies (ACIS)*

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS PLAN**

**GROUP:**

**J4BA1175F**

**PREPARED BY:**

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## **2. EXECUTIVE SUMMARY**

Food and Beverages Industry includes restaurants, cafeterias, cafes, fast-food joints, pubs, delis, food manufacturing operations, catering businesses, food transportation services and more. Work in this industry can range from packaging to preparing, transporting, and serving food or beverages. Food and Beverage is the most important industry at this moment after all disaster happened like Covid-19 and floods. This is because people need it even when they think they don't want it which lead to constant growth. Every business we made will surely get profit, it's either big or small but most important is we try and the product meets the demand. Looking back to every big company like Starbuck and Mc Donald, they also start from below but for sure it took a lot of courage and patient before they managed to go this big and well known all over the world.

For our business, we are trying to convey food that has been subjected to rapid freezing and is kept frozen until used. Our product is preserved under low temperature and used over a long period. As for our packaging, we used a ready-to-go and bakery. This include a lot of process such as production, heating under a low temperature, keep it cool under a room temperature, packing and lastly let it freeze in the frozen. We choose curry puff as our product even though we know the process of making it is not as easy as you think because it is a kind of bakery and may not be able to last long. However, we choose to take risks as we are aware of our own abilities and have high confidence to continue this business. We bought a Styrofoam cooler to place our product every time we go for delivery to avoid the goods from melting. We are trying the best to make this happen. We rent a place for us to do all production so it will be easier for us to move.

### 3. INTRODUCTION

After all research we made, we agreed to join into food industry and we created “karipadaging.com”. It was named after my mom’s best cooking ever and that give us idea to run this business. This is basically under a frozen food categories which make it more interesting especially for the production process. We come out with more fillings such as Minced Chicken, Egg, Cheesy Sausages and also Bolognese. The name “karipapdaging” which represent one of the fillings is because it was the only filling we have when we started the business on 2014. Years after years, we do some innovation by adding more flavours to make it more attractive. We owned a small café on the backyard of my late grandmother’s house yet we stop operating for some personal reasons.

This pandemic caused by Covid-19 got us the spirit to start over again and go big. We do it in a different ways to follow the SOP stated by the government. We do it from home and use few platforms to promote it such as Facebook, Instagram, WhatsApp and Twitter. Our crew are our family, we made all the production process together. Our first orders were from our closest friends involving 30 packs with 300 pieces, from Rawang, Selangor. We kept on getting more orders and because of that, we decided to deliver only on Wednesday and Saturday and the rest of the week for the production process. Our very first achievement was selling 200 packs within two weeks. There are nothing more important than having this kind of support and trust in serving foods to people. We are now located at Eco Majestic, Semenyih, Selangor and ready to serve people with our best product. The best curry puff in town. My friends and I have decided to continue the business as my parents and other siblings have their own business and goals to pursue. They put trust in us to keep the business going because they know the knowledge and experience we had.

## **BUSINESS'S PURPOSE**

### **To allocate business resources effectively**

The business plan plays a vital role in the distribution of resources in the business so that the corporation can fulfil the goals of the organization. The company should use the strategic plan as a path map to help business leaders remain focused on business development, purpose and the goals of the organization. If a goal has been set for a specific department in an organization, the business plan should allocate sufficient resources to achieve it. These resources may already be available or may be created by future activities. This suggests that the organization should hire more office workers, spend more on promotions or purchase more supplies and equipment. The shifts in the market may have expanded opportunities for a certain division. Maximize this by making sure they have enough money to maximize their activities.

Capital distribution is one of the trickier aspects of heading a high-performance project team. We want to make sure that everyone is involved and completely engaged in this project and that they play their role as well as possible and grow their ideas and use their strength. From time to time, that could mean that someone needs to work on something that is not their core skill, but they can provide the help they need, which might be a good opportunity for growth.