



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا
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ENT300

BUSINESS PLAN



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EXECUTIVE SUMMARY

It is a business plan of MilkywayzZz Dairy that consists of five members which specifically holding most vital position in the company such as General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Our leadership style focuses on the Partnership Agreement. We believe that, this business plan is essentially the top movement that we always have to priorities before starting our operation because every part of the plan count. There many business man or women out there are having their own successful journey is because of their powerful management and constant plan. It helps in terms of many ways which preventing us from getting strayed far from our own mission, vision and purpose. Business plan that consists of nature of business, strategic location, future prospects, agreement between among members, benefits of the products to customers, business background, partner background, its responsibilities, budgeting costing, our marketing plan which target audience that we aiming, the packing that will attract customers attention, the up-to-date of our business social media and technology, the competition in the same industry, the important of our operation layout, the ingredient that will bring loyalty and trustworthy customers towards us as a new company, the customer relationship that we going to maintain, and the regulation required, our business license, insurance and permit. By having a good process of planning and management system in the business, we believe that the opportunity of loyalty and trust from customer will make our business and product will become much comparable to any other brands in the market. Our business will open from 9AM-6PM from Monday to Saturday and off day will only on Sunday that located at 1st & 2nd floor, No. 75 Jalan Mawar 1, Taman Mawar, 81700 Pasir Gudang, Johor. This is the business that we believe will received so much opportunity for expanding business and product in the future, since we produce high quality ingredients in our milks. As for our dairy products, the raw material is important as it will complete the good taste for all of the flavour for our customers. For instance, pure basic milk, matcha, latte, chocolate, colouring and also sugar. Since there quite huge in term of population, our target audience will be kids, adults and the people will healthy lifestyle.