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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



PREPARED BY

NUR DINI ZAHIRAH BINTI AZAHAR (2018246382)

NUR HANISAH BINTI M. SHAMMIZUL (2018212924)

NUR SHAMSINAR FATIHAH BINTI SHAIFUL (2018268902)

NURFARAHANIM BINTI HAMIDON (2018443546)

WAN NUR HANANI BINTI WAN DIN (2018229898)

DIPLOMA IN MICROBIOLOGY (AS1145A2)

FACULTY OF APPLIED SCIENCES

BUSINESS NAME :

PASSION ENTERPRISE

SUPERVISED BY:

MADAM SITI HAJAR BINTI MD. JANI

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EXECUTIVE SUMMARY

PASSION ENTERPRISE gives the best food meal preparation kits focusing on Asian cuisines, Korean, and Japanese cuisine. We offer several mouth-watering menus which are Oyakodon, Shirataki Noodles, Jjajangmyeon and Tteokbokki. We provide high-quality, fresh, clean, pure, and Halal food meal preparation kits that give customer satisfaction. Aside from that, our product is ready-to-cook and safe which can cater to the customer needs.

This business based on a partnership with five leaders holding the crucial position in the organization, along with Nurfarahanim binti Hamidon as CEO, Nur Hanisah binti M. Shammizul as Administration Manager, Wan Nur Hanani binti Wan Din as Marketing Manager, Nur Dini Zahirah binti Azahar as Operational Manager and Nur Shamsinar Fatihah binti Shaiful as Financial Manager.

This company's main objective is to make sure for the customer to find the ingredients of the meals as the ingredients for Korean and Japanese food easily as it is hard to find it in local stores. We also give a solution to the issue related to the other company that uses the non-halal substance to produce the meals' ingredients. We will ensure that our company will consistently produce and provide Halal meal preparation kit products to ensure that customer safety is secure from dangerous, hazardous, and harmful substances. And also, to fulfil their wants as the guarantee the halal status of the food, we only use the halal product and take our stock from the company with the guaranteed halal status.

To meet customer fulfilment, we will be operating and producing a product that can satisfy customers' tastes and desires. We also want to give the best and high-quality product to gain their trust and loyalty.

One of our target markets is the high and middle-income customers interested in eating Korean and Japanese cuisine. Our product price is equal to the price of two portion meal on the market, with the advantage of producing Halal and safety meal preparation kits than other companies on the market. It is cost saving as the customer doesn't have to buy separate ingredients to cook the meal. It can ensure that our target market will be interested in our company and place their trust and loyalty in this business. We have chosen to begin our business at Pulau Pinang, specifically at

Bayan Lepas, near the city with various infrastructure that all customers can reach our location with ease.

Passion Enterprise's marketing strategy is to supply the various products with excellent and high quality, guaranteeing its Halal and Shariah compliance. We truly prioritize our customers' safety and health. Our product can be consumed by Muslim customers and non-Muslim customers, as well, as it is safe for everybody to consume it.

This business plan introduces the customers to the joys of home cooking or rapidly look up a recipe that will satisfy them and their families. It saves on prep time and gives the customer an ideal cooking and dining experience they can't be obtained anywhere else.