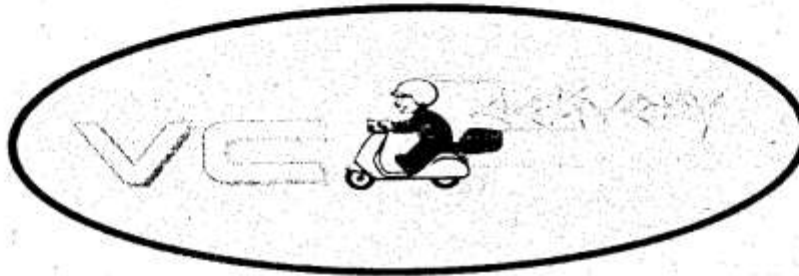




اُنْبَغُورِ سَيِّئِي تَتِيكُونُ لَوْ كُنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTEPRENEURSHIP
VROOM CUISINE DELIVERY ENTERPRISE



JAC1106E

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Next, we would like to thank all group members that had always been dedicated in making this assignment successful no matter how hard it is. Without their support, the assignment are impossible to be completed.

We are owe acknowledgement to our family for their support in no matter what we do. They also help us a lot such as providing us with the necessary financial to make the assignment a success project.

LETTER OF SUBMISSION

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10 March 2014

Dear Miss,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, Vroom Cuisine Delivery (VCDelivery) Enterprise would like to submit our business plan for your analysis, evaluation and references. VCDelivery business partners and the site address are as mentioned below:

Details of the partners are as follows:

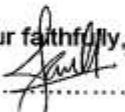
1. Norizham Bin Norisman 2011206122
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Business address:

NO. 23, JALAN SEJAMBAK 1, TAMAN BUKIT DAHLIA, 81700 PASIR GUDANG, JOHOR DARUL TAKZIM

We hope that our business plan will satisfy your requirement for our subject Fundamental of Entrepreneurship (ENT300). We also hope that our business plan will give huge benefits to those who are interested in doing the same business venture. Thank you.

Your faithfully,



.....
(NORIZHAM BIN NORISMAN)

GENERAL MANAGER, VROOM CUISINE DELIVERY ENTERPRISE.

EXECUTIVE SUMMARY

After doing an observation on the business opportunity available in Pasir Gudang, Johor, our group decides to specify our business in food delivering service. Our group come out with an idea and business plan to satisfy the problem among residents in that area as an opportunity to develop new business venture. All aspects in establishing this business plan are taken into consideration which comprises four elements. They are administration, marketing, operational and financial plan.

Administration plan describes objective of business, vision, mission and business strategies in organizing our service. Besides that, structure, chart, location, schedule of task and responsibilities of staff, remuneration and salaries are the responsibilities of administration department.

Operational plan comprises of operational objectives, strategies, and service provided by our company. Besides, operational plan also include operation process using flowchart, business operation hours, material requirement, suppliers and operational budget.

Marketing and financial plans are carefully determined in order to maximize profit using best forecast. These elements are very important as it is act as factors that determine percentage of profit allocation of market share. The capital and expenses need to be estimated correctly to predict our profit and loss in future.

We hope that this guideline can successfully drive us in establishing the business and will make our business accepted by all.