



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا
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BUSINESS PLAN

CAPTAIN MUSHROOM

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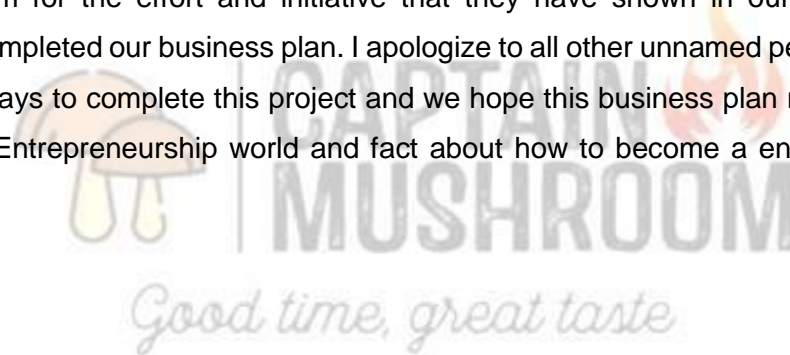


TABLE CONTENTS

CONTENT	PAGES
INTRODUCTION 1.0 Introduction of Captain Mushroom 1.1 Factor in selecting business. 1.2 Future prospect 1.3 Business purpose 1.4 Company background 1.5 Name of business 1.6 Business logo 1.7 Partners background 1.8 Partnership Agreement 1.9 Business Location	 1 1 2 2 3 4 5 6 - 10 11 - 12 13
ADMINISTRATION PLAN 2.1 Vision 2.2 Mission 2.3 Administration Objectives 2.4 Captain Mushroom Organization chart 2.5 Manpower planning 2.6 Schedule of task and responsibilities 2.7 Schedule of remuneration 2.8 List of Office furniture, fitting and office supplies. 2.9 Administration budget	 15 15 15 17 17-18 19 20 - 23 24
MARKETING PLAN 3.0 Introduction of Marketing Plan 3.1 Marketing Objectives 3.2 Product and service description 3.3 Target market 3.4 Market trend and market size 3.5 Population in Pasir Gudang 3.6 List Of Competitors	 26 27 27 28 29 29 30

3.7 Competitors analysis	30
3.8 Market share	31
3.9 Sales forecast	32
3.10 Summary of sales forecast	33
3.11 Second- and third-year sales forecasting	33
3.12 Marketing strategy	34
3.13 Pricing strategy	35
3.14 Place and distribution	35
3.15 Promotion Strategy	36
3.16 Marketing budget	37
OPERATIONAL PLAN	
4.0 Introduction of Operational Plan	39
4.1 Operation Objectives	39
4.2 Process planning	40
4.3 Operation layout	41
4.4 Production planning	42
4.5 Material planning	43-44
4.6 Machine and Equipment Planning	45-46
4.7 Manpower Planning	47
4.8 Utilities	48
4.9 Business location	49
4.10 Business Hours	50
4.11 Licenses permit regulation required.	51
4. 12 Operation Budget	52
FINANCIAL PLAN	
5.0 Introduction of Financial Plan	54
5.1 Capital contribution.	54
5.2 Administration budget	55
5.3 Marketing budget	56
5.4 Operation budget	57
5.5 Projected sales and purchases	58
5.6 Collection for sales and payment for purchases	58
5.7 Economic life of fixed assets and depreciation method	58

EXECUTIVE SUMMARY

Captain Mushroom is a locally owned vegetarian food outlet that will be positioned as a local cafe through our creative approach to the company images and detail presentation. Captain Mushroom provide a combination of excellent food at value pricing, with fun packaging and atmosphere. Captain Mushroom is the answer to an increasing demand for vegetarian foods especially during tea times.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one vegetarian food cafe from another. Our main priority is to establish a cafe that brings authentic hot and spicy crispy mushroom to the local area. Later, our effort will be a further brand development especially in the food industry in Malaysia.

This business plan is prepared to obtain a location for the initial launch of this concept. The financing, in addition to the capital contributions from share partners, will allow Captain Mushroom to successfully open and expand through year two. The initial capital investment will allow Captain Mushroom to provide its customers with a value-driven, entertaining experience through the creativity of its founder.