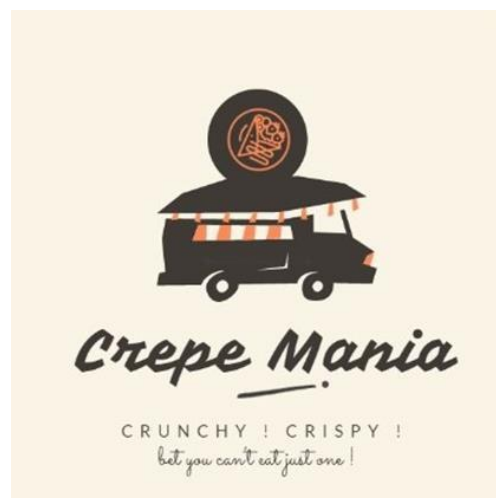




**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)  
BUSINESS PLAN**



## **CREPE MANIA**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)  
FACULTY & PROGRAMME: AS120  
SEMESTER: 5  
GROUP: AS1205\_D  
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## **EXECUTIVE SUMMARY**

Business plan is a written document which described the purposed business to be undertaken in a comprehensive manner. On the other hand, it is also known as a working paper, business proposal, project paper or prospectus. There are several reasons for preparing business plan to give an illustration, it will give opportunity for the entrepreneur to assess the business venture objectively, critically and practically. Crepe Mania Food Truck is a partnership business of 5 intended to be a manufacturer of variety flavour of product. Our business consists of 5 gorgeous and also hardworking women which are Nur Izyan, Nurul Izzati Ilyana, Nurul Asyran, Nurul Syahrizah and Nor Shahira.

The main product that our business is Crepe Mania which is crispy crepe. We are selling four different types of flavours which are Original Crisp, Sweet Banana Crisp, Savoury Crisp and also Berry Crisp. Crepe Mania also provides a fast and efficient service that will be worth the time and money of the buyers. Besides, all our menus are healthy as we promote healthy lifestyle to our shopper. With the assist of our marketing team, we use the concept of ease packaging to attract our customers which is we choose packaging that is easy for us to pack the Crepe Mania and easy for customers to take away the food. For the target market, our business is focusing on working people and also shoppers starting age of 5 years old and above. As a result, we decided to choose a strategic location which is at TAPAK Urban Street Dining, Kuala Lumpur. This place is chosen because it is located at most attractive place in Kuala Lumpur where suitable for our manufacturing. Since it is located at the city, therefore it is the most strategic area for producing and marketing our products as the population in this area is large.

A review of our competitors shown that we will be competing against six other well-known food truck near our business location. These businesses focus on different target market, usage and well planned marketing approaches. For the competitive advantage, with our consistent, high quality product, unique packaging and also affordable price, we have the edge in attracting consumer with help of promotion. The sale forecast for the first, second and third year are RM 274,200, RM 301,620 and RM 346,863. The reason for choosing this business is because we want to introduce crisp crepe around Malaysia not as street food that only available in night market, but as street food that has same level with pancake and waffle. In order to collect as much information about our business, we did lot of online research about this industry and also had faced a few obstacles. For example, poor internet speed in our neighbourhood makes the time required to load any information online or updating our work increases.

## 1. **BUSINESS DESCRIPTIONS**

Name of the company: Crepe Mania

Factors in selecting the proposed business:

- Mobile food business, can move to many locations
- Easily to get and attract customers
- Requires low initial investment and operational cost

### 1.1. Company Background

<b>Name of the Organization</b>	Crepe Mania
<b>Business Address</b>	8, Persiaran Hampshire, Hampshire Park, 50450 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.
<b>Website</b>	<a href="http://www.instagram.com/crepemania/">www.instagram.com/crepemania/</a> <a href="http://www.twitter.com/crepemania/">www.twitter.com/crepemania/</a> <a href="http://www.facebook.com/CrepeMania/">www.facebook.com/CrepeMania/</a>
<b>Email Address</b>	crepemaniaFT@gmail.com
<b>Telephone Number</b>	011-37680291
<b>Form of Business</b>	Partnership
<b>Main Activities</b>	Manufacturing and selling
<b>Date of Commencement</b>	1 <sup>st</sup> January 2020
<b>Date of Registration</b>	1 <sup>st</sup> December 2019
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	0391-6654-8792-00

## 1.2. Organizational Logo/Motto

### LOGO/MOTTO



This logo represents Crepe Mania partnership. Crepe Mania on the logo is the name of our company while the crepe in the circle above the truck represent that we are selling various type of crepe. The food truck shown that our business is a mobile food business. This mean that we can sell at many different places. **‘Crunchy ! Crispy ! Bet you can’t eat just one !’** is our motto. The crunchiness of crepe mania is the main reason to attract customers.

Beside it crunchiness, flavors are also an attraction to customers that we promised to produce a good quality of products. So because of that, eat only a crepe mania is not enough. Lastly, the

beige colour of the logo background represent the colour of our crepe.

### VISION

Crepe Mania goal is to become one of the bumiputera company that produce products with uniqueness that can fulfilled the want of the customers including local and tourist

### MISSION

Our missions are to get more profit by selling different kind of crepe by adding different flavors and to serve high quality of street food that can be enjoy by all type of group people. We also will alert and aware regarding the feedback from the customers. We believe that this is a medium where we can improve and upgrade the products by time to time.