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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

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Cover Letter

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15 MARCH 2014

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Based on the subject stated above, we would like to submit the proposal of our project paper for our ENT300 course project.

This business plan basically focuses on the services and products of our Le Pumpkin Café towards the customers in order to fulfill their needs.

2. We have given our full commitment to be able to complete this business plan according to the guidelines and the requirement that are given accordingly to our course subject syllabus. This business plan is basically constructed to as a blueprint and a guide for a business proposal ventures which covers administration, financial, marketing and operational aspects.

3. We hope that this business plan is able fulfill your satisfaction. Any mistakes or lack in any area of the business plan shall be blame and falls fully on us and any comments or remarks on our business plan in order to help us improve our project is most appreciated.

Thank you.

Yours sincerely,



Ahmad Izuwan Bin Rozano
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TABLE OF CONTENTS

NO.	CONTENT	PAGE
1	INTRODUCTION:	1
	Acknowledgement	2
	Executive Summary	3
	Introduction	4
	Purpose of Business Plane	5
	Objectives of Business	5
	Vision	6
	Mission	6
	Company's Logo	7
	Kiosk's Logo	8
	Company's Background	9
	Shareholders' Background	10-15
	Location	16-17
	Partnership's Agreement	18-21
2	ADMINISTRATION PLAN:	22
	Introduction	23
	Objectives of Administration Plan	24
	Organizational Chart	25
	Manpower Planning	26
	Task & Responsibility of Members	27-28
	Schedule of Remuneration	29
	List of Office Equipment & Supplier	30-31
	Office Layout	32
	Administration Budget	33
	3	MARKETING PLAN:
Introduction		35
Objectives of Marketing Plan		36
Product Description		37-38
Target Market		39
Market Size		40-41
Competitors		42
Market Share		43-44
Sales Forecast		45-46
Marketing Strategy		47-52
Marketing Budget		53
4	OPERATIONAL PLAN:	54
	Introduction	55
	Objectives of Operational Plan	55
	Product Recipes	56-57
	Flow Charts	58-59
	Capacity Planning	60
	Material Planning	61
	Manpower Planning	62
	List of Machines & Equipment & Supplier	63-68
	Production Layout	69
	Overhead Requirements	70
Licences & Permits	71	

	Overhead Requirements	70
	Licences & Permits	71
	Project Implementation Schedule	72
	Operation Budget	73
5	FINANCIAL PLAN:	74
	Introduction	75
	Objective of Financial Pelan	76
	Projected administrative, marketing and operations expenditure	77-79
	Projected Sales and Purchases	80
	Project Implementation Cost & Sources of Finance	81
	Table of Depreciation	82-83
	Cash Flow	84
	Production Cost Statement	85
	Income Statement	86
	Balance Sheet	87
	Financial Ratio Analysis	88
	Graph of Financial Ratio	89-92
6	APPENDIX	93

Executive Summary

POTIRON Enterprise is a new established company that provides service and product to the customer who are looking for something different and unique in their diet. The company try to create a new demand in the existing market for the pumpkin based products.

We discover that the pumpkin based product especially in dessert is new in Malaysia, especially in Segamat, Johor. There are no other producers in the current market in Segamat that offers modern pumpkin based dessert. POTIRON Enterprise takes the opportunity to venture into something new and bring something different in dessert arena.

The reason for POTIRON Enterprise choosing pumpkin as its main ingredient is because we want to change the perceptions of the locals that think pumpkin is very limited in its recipes. Locals only cooked pumpkin based on the traditional recipes and only few recipes have been created so far.

POTIRON Enterprise produces very delightful desserts to the customers through our kiosk, Le Pumpkin. We have improvised the traditional pumpkin recipes by combining it with modern recipes. We have created something new and attractive so that our products can be accepted by all. Besides that, we also accept any order from the customers for any events such as engagement ceremonies, wedding ceremonies, open houses, charitable events and others.

POTIRON Enterprise will use aggressive marketing strategy to attract new potential customers every day since it is new in the market. Our target market is everyone in the population. We did not minimized the target market by segmented them according to their age, gender, race, or religion since our products can be consumed by everyone, everywhere and anytime.

Finally, our future prospect for this business is to create a new industry in Malaysia which is pumpkin based industry. We have planned to extend the product line and produce a lot more different type of desserts and commercialized it nationwide.