



اَوْنِيُوْرَسِيْتِي تِيْكُوْلُوْ كِيْن اَمَّاْرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

DELIZIOSO PANBURGERZ

(PARTNERSHIP)

PREPARED BY:

FACULTY & PROGRAMME	FACULTY OF BUSINESS MANAGEMENT (BA1195A)
SEMESTER	5
PROJECT TITLE	BUSINESS PLAN
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SUBMISSION DATE: 14th DECEMBER 2018

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1.0 SUBMISSION LETTER

Diploma in Banking Studies,
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14th December 2018

Madam Noraini Binti Sa'ait,
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Madam,

SUBMISSION OF BUSINESS PLAN REPORT

Based on the title above, we had completed our business plan report on the name of Delizioso Panburgerz, and we would like to submit it.

2. This report consists of important element and aspect that have been considered in the beginning of the business. In this report, it includes our business profile, the structure of administration plan, marketing plan, operational plan, financial plan and all of the information which are related to the business plan.

4.0 EXECUTIVE SUMMARY

Delizioso Panburgerz is a partnership business which consists of four partners, where all of them are contributing the fund, share the same interest and passion in marketing the product that related to burger in form of small businesses. The partners are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. All of the partners in the business are contributing RM 5,187 each. The total amount for business' capital is RM 20,747.

Delizioso Panburgerz is a small business that offers pancake burger, where instead of using conventional burger bun, it will be replace with pancake which will be combine with chicken fillet, cheese sauce, chilli sauce and salad as the filling. The product that we offered is suitable for all age groups. As we know, burger had become very popular since a long time ago. Nowadays, as we can see there are various types of burger with different preferences and also taste had been sold in the market especially by the fast food industry.

After a few discussions, we had decided to open the business in Mukah town which is one of the towns that have higher population. Based on the information from the district office which located in Mukah, the total of population in Mukah town are 49,900 peoples, which consists of different races. Mukah town will be a strategic place to set up our business since we targeted all age groups, especially the youngsters.

Since Mukah town had became one of the places that usually being visited by the foreigners, it will gives advantages for us because the foreigners would like to try the product which are unique to them. Although there are a number of competitors that will be compete with our business in the market, we still believe that we also can become successful like them and able to provide the products which will satisfied all of the customers.

We expected by opening this type of business, we able to gain higher return of profit and also increase the number of customers. Our vision is to become the best business that provides a competitive advantage burger in Sarawak, and in the future we hope that we are able to expand our business in other city such as Bintulu, Miri, Sibul and Kuching.

5.1 INTRODUCTION TO THE BUSINESS

5.1.1 Name Of The Business

Our business name is Delizioso Panburgerz. We get the idea of the name is from the combination between the word “Delizioso” which means delicious in Italy, and for the word “Panburgerz”, we get it from the word “Pancake” and “Burger”. Delizioso Panburgerz is a small business that offers pancake burger, where instead of using conventional burger bun, it will be replace with pancake which will be combine with chicken fillet, cheese sauce, chilli sauce and salad as the filling.

5.1.2 Nature Of Business

Nature of business for Delizioso Panburgerz is in form of partnership. Partnership business is incorporated under Business Registration Act 1956 (Amendment 1978). Delizioso Panburgerz owned by four partners, which the partners are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. All of the partners in the business are contributing RM 5,187 each. The total amount for business' capital is RM 20,747.

All of the partners in the business are entitled to participate in the business management and had our own responsibilities based on the position in Delizioso Panburgerz's business. All of us had agreed to appoint the right person for the right position in the business. As for the General and Administration Manager, Nursabrina Binti Padil was appointed by all of the partners due to her capability in planning, organizing, leading and controlling the business.

As for the Marketing Manager, Muhd Fariz Mohd Nurhishamsyur Bong was appointed and will be responsible in identifying the market segmentation, target market, market size, market competitors, market share and also forecast the future sales. While for the Operational Manager, Herry Anak Boruin was appointed due to his capability in supervise and coordinate the operation throughout the business. Lastly, Remy Anak Kasi was appointed as Financial Manager which responsible for financial matters, such as preparing the financial statement for expenses of each department and controlling the flow of money in the business.