



UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**READY MEAL KITCHEN**

NO 3 JALAN HARMONI 3/3, TAMAN DESA HARMONI,

81100 JOHOR BAHRU, JOHOR

**PREPARED FOR:**

SITI NORDIYANA BINTI ISAHAK

**PREPARED BY:**

NAME	MATRIC NO
MOHAMMAD RAZIN HAZMAN BIN ABDUL HAMID	2015866028
NURUL MAISARA BINTI MAZLAN	2015814242
SITI MALYANAH RAHMAH BINTI AMRAN	2015895278

**GROUP: JCS1435C**

**DATE OF SUBMISSION: 19<sup>th</sup> DECEMBER 2017**

## TABLE OF CONTENT

NO	TITLE	PAGE NUMBER
1.	COVER LETTER	1-2
	LOAN LETTER	3-4
	ACKNOWLEDGEMENT	5
	EXECUTIVE SUMMARY	6
2.	INTRODUCTION	
	<ul style="list-style-type: none"> <li>• Introduction of the business and company</li> </ul>	7-8
	<ul style="list-style-type: none"> <li>• Purpose of Business Plan</li> </ul>	9
	<ul style="list-style-type: none"> <li>• Objective of the Business</li> </ul>	10
	<ul style="list-style-type: none"> <li>• Vision, Mission of the Business</li> </ul>	11
	<ul style="list-style-type: none"> <li>• Company Logo</li> </ul>	12
	<ul style="list-style-type: none"> <li>• Company and Business Backgrounds</li> </ul>	13
	<ul style="list-style-type: none"> <li>• Shareholder/ Partners/ Owner's Backgrounds</li> </ul>	14-16
	<ul style="list-style-type: none"> <li>• Location of Business</li> </ul>	17
<ul style="list-style-type: none"> <li>• Partnership Agreement</li> </ul>	18-29	
3.	MARKETING PLAN	
	<ul style="list-style-type: none"> <li>• Introduction</li> </ul>	31
	<ul style="list-style-type: none"> <li>• Objective of marketing plan</li> </ul>	32
	<ul style="list-style-type: none"> <li>• Benchmark</li> </ul>	33-34
	<ul style="list-style-type: none"> <li>• Product Description</li> </ul>	35-36
	<ul style="list-style-type: none"> <li>• Product Illustration</li> </ul>	37
	<ul style="list-style-type: none"> <li>• Price Determination</li> </ul>	38
	<ul style="list-style-type: none"> <li>• Target Market</li> </ul>	39-40
	<ul style="list-style-type: none"> <li>• Market Size</li> </ul>	41-42
	<ul style="list-style-type: none"> <li>• List of Competitors</li> </ul>	43
	<ul style="list-style-type: none"> <li>• Market Share</li> </ul>	44-45
	<ul style="list-style-type: none"> <li>• Sales Forecast</li> </ul>	46-47
	<ul style="list-style-type: none"> <li>• Market Strategy</li> </ul>	48-53
<ul style="list-style-type: none"> <li>• Marketing Budget</li> </ul>	54	

4.	<b>OPERATIONAL PLAN</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Objective</li><li>• Operational Hours and Days</li><li>• Gant Chart</li><li>• Operational Flow</li><li>• Production Schedule</li><li>• List of Raw Materials and Packaging</li><li>• List of Machine and Equipment</li><li>• Layout Plan</li><li>• Utilities</li><li>• Operation Budget</li></ul>	56 57 58-59 60 61-69 70 71-75 76-83 84 85 86
5.	<b>ADMINISTRATION PLAN</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Objective of Administration Plan</li><li>• Organizational Chart</li><li>• List of Administrative Personnel</li><li>• Schedule of Task and Responsibilities</li><li>• Schedule of Remuneration</li><li>• List of office equipment and supplier</li><li>• Office Layout</li><li>• Stationary</li><li>• Administration budget</li></ul>	92 93 94 95 96-97 98 99-101 102 103 104

## ACKNOWLEDGEMENT

### BISMILLAHHIRAHMANNIRRAHIM

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

We, the group partners are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank to our beloved lectures, Miss Siti Nordiyana binti Isahak for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

Thirdly, we would like to thank to our parents for being supportive in vary way. We also would like to thank to our classmate from JCS1435C for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all.

Last but not least, we would like to thank to our group partner which are Mohammad Razin Hazman Bin Abdul Hamid, Nurul Maisara Binti Mazlan, and Siti Malyanah Rahmah Binti Amran for being so tough and tolerant until we could overcome every hurdles that coming toward us in any way. Thank You.

## EXECUTIVE SUMMARY

Ready meal is a pre-packaged frozen or chilled meal that usually comes as an individual portion. It requires very little preparation and contains all the elements for a single-serving meal. As usual, the ready meal frozen food consist of a cut of chicken, vegetable and spices. Our company name Ready Meal Kitchen and our shop located at 3 Jalan Harmoni 3/3, Taman Desa Harmoni, 81100 Johor Bahru, Johor, Malaysia. We provide ready meal box that contain separation of ingredients to our customer to experience cook their own meal.

For Ready Meal Kitchen, we have four different type of recipes to customer who want to try our product which is Butter Chicken, Bulgogi Chicken, Spicy Ginger Chicken and Beef Stew. We also provide different type of recipe in every different meal.

Our Ready Meal Kitchen product also provide delivery and cash on delivery services so that the people can buy it via media social at the specific area around Johor Bahru. We also include flyers and made a social media account to promote our product even better in the area outside of Johor Bahru. This way, Malaysian people will know our product better and can even reach international such as Singapore and Indonesia.

We also saw the opportunity that this business has the potential of success that we target. This is because our product has high opportunity demand among people nowadays. For people who get our product which is Ready Meal Kitchen product, they will see that our product is the best product among of other frozen food.