



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

ENT300

ENTREPRENUERSHIP STUDY

CANAILICIOUS

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1st January 2014

Madam,

Submission of Business Plan Proposal (ENT300)

Refer to the subject stated above; we would like to submit the proposal of our final project paper for ENT300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation and financial manager.

3. We hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any part are fully depends on us. Besides, we appreciate to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts, we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Thank you.

Yours sincerely,

Ishaq

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(MOHAMAD ISHAQ BIN MOHD TARMIZI)

General Manager,

Canailicious

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EXECUTIVE SUMMARY

Canai Licious is a business that is developed for a food industry which focuses on the Roti Canai as the main foods. The location of the business is at No. 5 Jalan SILC, Nusajaya Square 2, 80000 Johor Bharu, Johor Darul Takzim.

The business basically provides people with a variety of Roti Canai in different flavors like chocolate, raisins, peanut butter, strawberry, blueberry, and banana. The business serves them with frozen and fresh cooking of Roti Canai. Even though there are lots of businesses that serve frozen food, Canai Licious has its own specialty that can survive in such a long time in the market.

Furthermore, Roti Canai is one of the familiar and favorite dishes in Malaysia not only among adults but also teenagers, elders, kids, and family. Due to the time limited in preparing heavy meals especially for those who are working, this business chooses to provide Malaysians with this product as to help them serve their family with simple and tasty food within short time. So that people can have simple and at the same time tasty food with their family easily.

Moreover, the business is purposely to provide people who like to eat Roti Canai with a variety of flavors like chocolate, raisins, durian, strawberry, blueberry, and banana that maintain in the original taste of it and get all the nutrients needed for a good health.

Therefore, this product can be imported to other countries besides Malaysia. This is because this product is Bumiputera's product with Halal confirmation. This business has its own strength which can be accepted by all people which always find for a good and Halal food.