



ENT 300
BUSINESS PLAN



TRANDELICIOUS

PREPARED BY:

STUDENT'S NAME	STUDENT ID	GROUP
MUHAMMAD NURHISHAMUDDIN BIN AMIRUDDIN	2011536929	JBM112 6B
ARIFF HAIQAL BIN ARIPIIN	2011770583	JBM112 6B
NAJAHHATUL FAYYADHAH BINTI BAKRI	2011145203	JBM112 6B
SYAKIRAH BINTI HUSAINI	2011990447	JBM112 6B
AIZA LIYANA BINTI MD. AWANG	2011906257	JBM112 6B
SITI NOR FATEHA BINTI BASRI	2011772751	JBM112 6B

PREPARED FOR:

MISS SITI NORDIYANA BINTI ISAHAK

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Introduction of business ✓

Business purposes

As we know business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal.

A business plan is a written summary of entrepreneur, purpose business venture, its operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It describes the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as below:

- Opportunity to entrepreneur to access the business venture objectively, critically and practically.
- To study and evaluate the feasibility of the business
- To be able to distribute business resource more effectively
- For businesses hoping to get capital or start-up funding which is loan from bank
- To be able to provide day-to-day operational assistance.
- To help to forecast the future of the business
- To be able to identify whether or not a business has the potential to make a profit.

Business Background

Logo



Name of Company : Trandelicious Business

Business Address : Shop No 117, Jalan Sia Her Yam, 85000 Segamat, Johor.

Email : trandelicious@gmail.com

Telephone Number : 07 – 9320920

Fax : 07 – 9320921

Facebook : www.facebook.com/trandelicious

Form of The Business : Partnership

Main Activities : produce malay traditional cookies known as kapit with three type of flavor which are chocolate, pandan and strawberry

Date Of Commencement : 1st January 2015

Date Of Registration : 1 October 2014

Registration Number : M-26302128

Name Of Bank : AGRO Bank

Bank Account Number : 151052234570

COMPANY LOGO

Logo graphics



Trandelicious

- The combination of traditional word and delicious word.
- We choosing this words because of "kapit" is a traditional snack and its very delicious

Cartoon logo

- Its telling us that every person which are children, teenagers, adults, and folks can eat this snack because it easy for them to chew and also good for health.

Strawberry, chocolate and pandan

- This is our main flavor, and every flavor has their own benefits.

Kapit logo

- Our main product which is kapit

Pink logo

- We choose that shape because it telling us that wherever we go our kapit will be number one in our customer's heart.