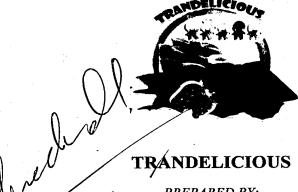


**ENT 300 BUSINESS PLAN** 



# PREPARED BY:

/ STUDENT'S NAME	STUDENT ID	GROUP
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## PREPARED FOR:

# MISS SITI NORDIYANA BINTI ISAHAK

Submission Date: September 11, 2014

## **ACKNOWLEDGEMENT**

Alhamdulillah, praise to Allah SWT for giving us opportunity and healthy to finally complete our business proposal for ENT 300.

Firstly we would like to thank to our beloved lecturer, Miss Siti Nordiyana Binti Isahak for giving us moral support and being so helpful in completing this business proposal.

Secondly, we would like to thank to our parents for being very supportive in vary way and also thank to our classmate JBM 112.6B because their cooperated and sharing the ideas among classmate which lead us to make this business more effectiveness and the relationship among us become more stronger.

Lastly, thank to our group partner which are Muhammad Nurhishamuddin Bin Amiruddin, Siti Nor Fateha Binti Basri, Aiza Liyana Binti Md. Awang, Najahhatul Fayyadhah Binti Bakri, Ariff Haiqal Bin Aripin, Syakirah Binti Husaini for being tolerant and responsible until we are could overcome every hurdles that coming towards us in anyway. Thanks for being very helpful, kind and supportive whenever we feel down and blue. Thank you very much.

### Introduction of business $\checkmark$

## **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

**Felephone 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 Registeration

: 1 October 2014

Registration Number

: M-26302128

Name Of Bank

: AGRO Bank

Bank Account Number

: 151052234570

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#### **EOMPANY LOGO**

ago yonanas



## **Frandelicious**

- 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.