

# FACULTY OF BUSINESS MANAGEMENT

## Fundamental of Entrepreneurship



**PREPARE FOR: MADAM SUZANA HASSAN**

<b>GROUP NAME</b>	<b>MATRIX NO</b>
<b>MUHAMMAD ARAFAT BIN ROSLI</b>	<b>2012969815</b>
<b>NUR AMALINA BINTI AZMI</b>	<b>2012336741</b>
<b>NUR NABILAH BT ABD HAMED</b>	<b>2012316651</b>
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**GROUP: JBM 1145B**

**PALOMITAS POPCORN**

F23, 1<sup>ST</sup> FLOOR AIEON CHERAS SELATAN SHOPPING CENTRE, 43200 BALAKONG SELANGOR DARUL  
EHSAN

Our ref :

Date : 9 March 2015

**MADAM NOR HAMIZA MOHD GHANI**

Universiti Teknologi Mara  
Km 12 Jalan Muar  
85009 Segamat  
Johor darul Takzim

Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL

According to the subject stated above, we would like to submit our proposal of final project paper in subject Fundamental of Entrepreneurship (ENT 300).

2. Here are the lists of our partners.

Muhammad Arafat Bin Rosli	2012969815
Nur Amalina Binti Azmi	2012336741
Nur Nabilah Bt Abd Hamed	2012316651
Shieda Binti Che Zulkifli	2012534565
Syed Hussaini Alwee Bin Syed Abu Bakar	2012967803

3. This business plan was completed according to the guidelines and requirement given according to subject related. We are hoping that our business plan does fulfill your obligations. If there any error or lack in any part are fully depends on us.
4. We are appreciating to any comment or remarks on our project in order to help us to improve our skills and experience.
5. Thank you for your guidance and time to go though our business plan and analyzing it in order to improve our skills. With all of our efforts we hope that you will approve this business plan that we produced.

Your sincerely,



.....  
(MOHD ARAFAT BIN ROSLI)  
General Manager

Our ref :

## INTRODUCTION

Our product name 'PALOMITAS POPCORN' which come from the Spanish word means [popcorn]. We decided to choose this name after making a few study and research, we knows that popcorn are originated from Mexico and from that we comes to conclusion to used the Spanish word to show that the popcorn from that country and the meaning which is popcorn we used as mainly ingredient. This name also can easily spell by our costumer and it such a rarely names from others competitor. We choose the location in Aeon Jaya Jusco Cheras, Kuala Lumpur. We decided to choose this location because we know that the mall is the main place that most of the people in Cheras area use to go to spend their time and having social entertainment.

We will start to operate our business early in 2015, our business concept is based on the food industry which is to produce a good quality and affordable snack that our customer can have it anytime and anywhere. We are offering our customer a different kind of snack which rarely combined together. We combined two difference kind of snack that people like the most which is popcorn and marshmallow.

We introduce to people that we can have our snack differently and deliciously. We choose to make this kind of business because most of people nowadays don't like to spend their time by making it but they choose to have a quick and unique snack. Our product is same than others business that produced food product but we have a different type of product which is we used two kind of snack which is most people like to have it and not usually think to combined it together. Our product specialties are we choose to use good quality popcorn that we make it ourselves combined with the best chocolate and marshmallow.

## **EXECUTIVE SUMMARY**

SENJA SNACKS ENTERPRISE will be established in 1<sup>st</sup> January 2015. We registered the business on 14<sup>th</sup> May 2014. SENJA SNACKS ENTERPRISE is a partnership business consists of 5 partners. We also applied for SSM certificate and Halal Certificate. The applications were approved by JAKIM, Business Trade License and SSM.

PALOMITAS POPCORNPOPCORN producing popcorn snacks with different style. This business located in F23, 1<sup>st</sup> Floor Aeon Cheras Selatan Shopping Centre, Lebuhtun Hussein Onn, 45200 Balakong, SelangorDarul Ehsan. We choose Aeon as the place where strategic to start a business.

There are many popcorns seller in the market. But what makes us different from others is we offer different style on how we combine it. As people nowadays are more attracted to lifestyle. We hope we can excel through market and surely gain profit in future by introducing new face of popcorn.

PALOMITAS POPCORNPOPCORN see the opportunities that the business has the potential to grow and has the chance to success if the business planned properly, thus we have the reason to prepare the business plan.

The business plan helps us to manage the business so that the business runs smoothly. It helps business to manage the assets so that the business will receive turnover.

The content of the business plan consists of operational plan, marketing plan, administration plan and financial plan. We have prepared the business plan properly for future investors, bankers and customer for them to see our early existence.

**COMPANY BACKGROUND**

<b>Name of the company</b>	:	SENJA SNACKS ENTERPRISE
<b>Office and kiosk business address</b>	:	F23, 1 <sup>st</sup> Floor Aeon Cheras Selatan Shopping Centre, LebuH Tun Hussein Onn, 43200, Balakong, Selangor Darul Ehsan
<b>Email address</b>	:	PALOMITAS POPCORN.shop@yahoo.com
<b>Telephone number</b>	:	03-30823456
<b>Fax number</b>	:	03-30823457
<b>Form of business</b>	:	Food and beverages
<b>Main activity</b>	:	Production of Popcorn
<b>Date of commencement</b>	:	1 <sup>st</sup> January 2015
<b>Date of registration</b>	:	1 <sup>th</sup> May 2014
<b>Registration number</b>	:	SA0210629-U
<b>Name of bank</b>	:	CIMB
<b>Bank account number</b>	:	0718 0089 205 625