



اُنْدُوْسِيَّةٌ مَرَكَبِيَّةٌ لَوْنِي فَايَزِي
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

“ARABISKA BROT: ARABIC BREAD”



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DATE OF SUMMISION:

15 MAC 2013

PREPARE FOR:

MISS SITI NORDIYANA BT. ISAHAK

COVER LETTER

Diploma in Banking

Faculty of Business Management (Part 6)

Universiti Teknologi MARA (UiTM), Johor

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Lecturer,

Fundamental of Entrepreneurship (ENT300)

Faculty of Business Management,

University Teknologi MARA, Johor

15 Mac 2013

Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Based on the subject stated above, we would like to submit the proposal of our project paper for our ENT300 course subject.

This business plan basically focuses on the services of our Arabiska Brot café towards the customers in order to fulfill their needs.

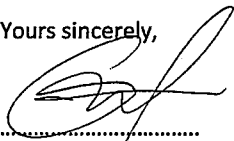
2. We have given our full commitment to be able to complete this business plan according to the guidelines and the requirement that are given accordingly to our course subject syllabus.

This business plan is basically constructed to serve as a blueprint and a guide for a business proposal ventures which covers administration, financial, marketing and operational aspects.

3. We hope that this business plan is be able to fulfill your satisfaction. Any mistakes or lack in any area of the business plans shall be blame and falls fully on us and any comments or remarks on our business plan in order to help us improve our project is most appreciated.

Thank you.

Yours sincerely,



(Mohd Syafiq bin Abu Hashim)

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On the other hand, we are also thanks to our parents because of their support to us to complete this project paper. If it has any wrong about this report we are sorry and any good advises we will accept. Lastly, a very thank you to all who are helped us either directly or indirectly manner to help us to complete this report writing.

Thank you.

EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimensions which include individual, organization, environment and institution. Entrepreneurs are individual who actively form and lead their own business to nurture them for a growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and developed by entrepreneurs.

Arabiska Brot Enterprise is a business developed to provide the Arabic bread merged with Javanese is the main dish according to the quantity that customer wants. Arabiska Brot Enterprise is a partnership business which venture of 4 partners. Each partner assists in contributing the same amount of RM 20,000 capital. Each of the partner members will hold different positions and responsibilities in managing this business.

Arabiska Brot Enterprise is a business that mainly focuses on producing bread. We discovered that in Malaysia, demand for bakery is increasing year by year but fortunately only a few bakery shops in Galleria Kotaraya Johor Bahru. Therefore, our partners are decided to build up this business because we want to meet the demand.

Finally, we are planning to expand Malaysia's Bakery industry through this field of business and we aim to become one of the Malaysia's leading entrepreneurs in the bakery industry through the breakthrough of the product market into the international market.

German + Arab + Javanese?