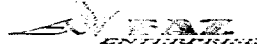


**FUNDAMENTALS OF ENTREPRENEURSHIP**

ENT300

JBM1116G



**ALFAZ ENTERPRISE: ROLLYCIOUS POU**

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**DATE OF SUBMISSION: 11 MARCH 2014**

## **EXECUTIVE SUMMARY**

Rollycios kiosk is about serving and produce traditional and handmade pou to fulfill the taste of all the races in Malaysia includes Malays, Chinese , Indians and others. Our business located at One Segamat, Jalan Kolam Air, Kampung Gubah,85000, Segamat, Johor Darul Takzim. Rollycios kiosk surely can gain market share as it will fulfill the taste to all races in Malaysia and wil creating long term relationship with customers as we will promise that our customer will get the best serve from us.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because we found a very good of invention of pou from a round shape to role method shape. It was interesting because we will definit---

ely cannot find that unique shape in the market.

We, Rollycios kiosk saw the opportunity that this business has the potential of success provided that it is handled efficiently. Nowadays, the customers have always craving traditional and handmade pou that can fulfill their taste. This is because your taste is in our hand.

## **ACKNOWLEDGEMENT**

First and foremost, we are grateful and thankful to Allah S.W.T because of His blessing, we had done such a wonderful task given entitle "Business plan:Rollycious" successfully.

We would like to acknowledge our dedicated and beloved lecturer of subject ENT300, Miss Rosmah Binti Abdul Ghani who had give us such a good and beneficial idea, instructions and advices in order to do this proposal.

Special thank to our benchmark, Puan Jaimah Binti Kamsan who had give such a big commitment in helping and giving as much as information regarding on food business to all of us. Your advices and information were really helping us in order to do this proposal.

Next, to our group member who had give brilliant ideas, spent time and give full commitment in doing this proposal. We had done a really good and successful job. We were really appreciates to have kind of group members like all of you.

Last but not least, to all person who had involved in this proposal either directly or indirectly. Thank you so much.

## DETAILS OF THE COMPANY

Name of the company: Alfaz Enterprise

Nature of business: Food and beverages

Industry profile: Our business is owned actively by partnership, incorporated as Alfaz Enterprise.

We start our business by selling food and beverages for all level of ages. We will place our business at shopping mall using kiosk concept

Location of the business: Lower Ground Floor, One Segamat, Jalan Kolam Air, Kampung Gubah 85000 Segamat, Johor Darul Takzim.

Date of business: Our business will begin to operate on 1 January 2015

Factors in selecting the proposed Business: We choose this business to introduce our product to community and gain high profit through it.

Future prospect of the business: This business has a good future prospect. It is because we have always believed that our kiosk can be set up over the Asian countries. Moreover, we are also planning to expand our business by opening several branches around Malaysia soon. In addition, in 4 years in the future, our next target is to have our own building and there will be more unique shapes of product produces by our company.

Who are the partners: Members within the organizations

## PURPOSE OF BUSINESS PLAN

A good business plan acts as a catalyst to running and expanding our business. It is necessary to understand the main purposes of business plan.

First, a business plan contains all of our product information, manpower, and financial estimates and our planning for the future. When we decided to make changes to our business, I should be reflected in our business plan. Business plan reminds us of why we started our business in the first place, what our original goals were and how business changes will affect our original vision.

Next, as we started our business, and even as our business moving along, we will constantly need to concern our self with financing our business. Private investors, banks or any other lending institution will want to see how our plan on running our business, what we have spent and revenue projections are and whether or not our plans for the future are attainable with the business we have created.

Lastly, the business plan is for guideline for day to day management of the business. It is a guideline for manager in order to succeed in the business. The business plan also includes company background, marketing strategy, operation plan, sales forecast as also the most important the financing plan of the business.