



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SCIENCE COMPUTER &
MATHEMATICS
FUNDAMENTAL OF ENTREPRENEURSHIP



MUFF'ANDERS

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TABLE OF CONTENT

No.	Content	Page
1.	Letter of submission	3
2.	Acknowledgement	4
3.	Executive summary	5
4	Introduction	6
5.	Purpose of business plan	7
6.	Company's Background	10
7.	Partner's Background	11
8.	Partnership Agreement	18
9.	Administration	32
	• Introduction	33
	• Importance	34
	• Organizational chart	37
	• List of Admin personnel	38
	• Task and responsibilities	39
	• Schedule and remuneration	40
	• Worker properties	41
	• Office location	42
	• Office layout	44
	• Office equipment	45
	• Office stationary	48
	• Administration Budget	50
10.	Marketing	51
	• Introduction	52
	• Marketing objective	53
	• Production description	54
	• Steps in identifying target market	56
	• Target market	57
	• Market Segmentation	58
	• Market size	60
	• Sales forecast	63
	• Competitors	64
	• Market share	66
	• Market Strategies	68
	• Marketing Personnel	80
	• Marketing budget	81
11.	Operational	82
	• Introduction	83
	• Importance of operational plan	85



MUFF'ANDERS(SA022051914-U)

G39, JalanKasturi 1A Bandar Bukit Beruntung, 48300 Rawang, Selangor Darul Ehsan

Our ref : _____

Date : 14 SEPTEMBER 2014

MISS ROSMAH BINTI ABDUL GHANI @ ISMAIL

Lecturer of ENT300
UniversitiTeknologi MARA
KM 12 Jalan Muar
85009 Segamat
Johor DarulTakzim

Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL


Allude to the subject stated above, we would like to submit the proposal of our final project paper of Fundamental of Entrepreneurship (ENT300) subject.

2. This business plan was completed according to the guidelines and requirement given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation and financial.

3. We are hope that our business plan that we recommended does fulfill your obligations. If there are any error or lack in any part are fully depends on us. Then, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Your sincerely,


.....
(MOHD FIRDAUS BIN MOHD ASRI)
General Manager



MUFF'ANDERS(SA022051914-U)

G39, JalanKasturi 1A Bandar Bukit Beruntung, 48300 Rawang, Selangor Darul Ehsan

EXECUTIVE SUMMARY

Muff'Ander is a business which incorporated on 1st January 2014 is a muffin based company. MuffAnders producing a variety of pumpkin's muffin. The business is located at G 39, Jalan Kasturi 1A Bandar Bukit Beruntung, 48300 Rawang, Selangor

While there are many businesses that offer muffin based product. MuffAnders will excel due to its attention to detail regarding the users. Through unheralded user's attention, MuffAnders will slowly but surely gain market share.

Apart from that, the business will successfully compete with the competitors in a few years ahead. This is because is very different, attractive and delicious.

MuffAnders, saw the opportunity that this business has the potential of success provided that is handled efficiently. The people always have the desire to eat different, attractive, and delicious and well know product.



MUFF'ANDERS (SA022001914-U)

G39, Jalan Kasturi 1A Bandar Bukit Beruntung, 48300 Rawang, Selangor Darul Ehsan

INTRODUCTION

The business' name is MuffAnders which originated from the German word "Different" that suited with the product that is different from others. After an hour brainstorming with all of the partners, decided to choose this name because strongly believe that this name could attract people's attention and making the product know worldwide.

The business is mainly focus on the production of food because nowadays Malaysians are tending to choose fast, quick yet delicious food. MuffAnders will produce and sell a high quality product that focus on its taste. Malaysians have come to expect food that fits their daily way of life. So, MuffAnders will focus on customers' demand regardless of race, age or culture and will try our best to satisfy each one of customer in order to be known domestically and also to market product abroad.

The business is actively owned by partnership incorporated as MuffAnders which consist of 7 partners which are Mohd Firdaus Bin Mohd Asri as the General Manager, Syazwani Aliah Bt Abd Rahman as Financial, Nurhafizah Binti Roslan as Marketing, Nurul Syahirah Binti Nor Akbal as Operation, Mohamed Saiful Ezzanee Bin Sofian as Administration, Mohd Kamal Bin Nordin as Marketing, Mohd Syahirwan Bin Mohd Azhar as Financial. All of the partners are contributing the same amount of capital. The business is taking a loan Ringgit Malaysia Twenty Seven Thousand Nine Hundred and Seventy Four (RM 27,974)

The date of the business commencement is on 1st January 2014. MuffAnders is located at G 39, Jalan Kasturi 1A Bandar Bukit Beruntung, 48300 Rawang, Selangor.