



# UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

BM 111: DIPLOMA IN BUSINESS STUDIES

**ASSIGMENT ENT 300**

**SALAM'S BUSINESS PLAN**

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GROUP

JBM 111 5A

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## 2.0 LETTER OF SUBMISSION

Diploma in Business Studies,  
Universiti Teknologi Mara, Cawangan Johor,  
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Madam Roha Binti Mohd Noh,  
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4<sup>th</sup> June 2015

Madam,

### Submission of Business Plan Proposal (ENT 300)

Allude to the subject stated above; we would like to submit the proposal of our final project paper for ENT300 subject.

2. This business plan was completed according to the guidelines and requirements 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 which general manager followed by the administration, marketing, operation and financial aspect.

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. Plus, 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

### 3.0 EXECUTIVE SUMMARY

SALAM is one of the companies that involve with small medium industry. Our company had chosen to carry a business in Kota Damansara Petaling Jaya, Selangor by selling our product which is Chocolate Slices to the customers. This selection of location is based on the customers. This selection of location is based on the strategic place which is connected to many important areas and also the large number of population in this area.

Moreover, in order to attract our target customer and this product also has its own benefit which is low in cholesterol. Nowadays, people like to have the easiest way to complete their lifestyle, so we fulfill our customer needs and wants by fulfilling them, it will increase our loyal customer and high demand later on.

Our main goal is to become a well-known brand of fast food throughout Malaysia and internationally which is by selling our delicious product to our customer. Our mission in this company is to provide the maximum satisfaction to our customer and this can be achieved by producing our fast food with the best possible services for them.

Nowadays, people are using internet which is email and Facebook to gain information. Malaysian has the most Facebook account compare to other country and by looking at this facts, our company took this opportunity as a channel to market and promote our product fast and it requires less cost to operate it as well as decreasing our expenses in our marketing budget.

Lastly, in future expansion, about four years to come we are thinking of expanding business to four branches in Malaysia.

## 4.0 INTRODUCTION

### COMPANY DETAILS

**Name of the company: SALAM**

We choose this name of company because it is a unique name, so people will tend to imagine something nice and have a good thought about our product.

**Nature of business:**

Our companies are producing product which is chocolate slices in market.

**Location of Business:**

SALAM Company, Jalan Teknologi 3/6, Kota Damansara, 47810 Petaling Jaya, Selangor Darul Ehsan.

**Date of Business Commencement:**

Our business will be started on 1<sup>st</sup> January 2017.

**Factors in selecting the proposed business:**

There are several factors as why we select this business

- Firstly, Chocolate Slices are still not exist in Malaysia, people always eat chocolate jam with something but not eat chocolate slices.
- Malaysian busy lifestyle as most people do not have enough time to prepare the ingredients to make food. Therefore, they can buy our Chocolate Slice and eat it in workplace.
- Chocolate Slice will be able to generate profit as most Malaysians love to eat simple food but delicious. They will also eager to try out new delicacy.

**Future prospect of the business:**

This business will have a bright future as Chocolate Slice is edible at all ages which are children, adults or even senior citizen as it is very healthy and suitable for them. Besides that, Malaysian tendency to try new things will also give us the opportunity to expand our business in every state of Malaysia or even internationally.