



اَوْتُوْزِ سَيِّدِيْ تَيْكُوْلُوْ كِنِيْ مَبَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

**PATATA DELICIOSA
PRODUCT ORIENTED**

PREPARED BY

**FACULTY AND PROGRAMME : FACULTY OF ADMINISTRATIVE
SCIENCE AND POLICY STUDIES**

SEMESTER/GROUP : 4A

PROJECT TITLE : PATATA DELICIOSA

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SUBMISSION DATE :

21st MAY 2019

COVER LETTER

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20th May 2019

Madam,

Submission of business plan (ENT 300)

According to the title above, we would like to submit our business plan on the name of Patata Deliciosa. Consist of all the details, example, document and the following procedure which is located at Kota Samarahan.

2. This report consist of important component and aspect that have been considered in the beginning of the business, it includes our business profile, structure administrator, financial, marketing, operation aspect as well as other information regarding the business plan.

3. Thank you for your guidance and time to go through our business plan and analyzing it. We hope you would approve our business plan. lastly the chances of a good collaboration could arise with your cooperation.

Thank you,

Your sincerely

.....

(DAYANG ATIQA SYAHIRAH BT AWANG ADAM)

General manager

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1.0 EXECUTIVE SUMMARY

Patata Delicisiosa offers ready made fries and services for customers. Providing the ready made fries with variety of flavors that could meet the satisfaction of the customers.

Our customers are identified or aimed to those who have lower income and who wants to consume the product with affordable price for example are students. Other than that, we also target customers with families. we also target busy customers such as workers and students as we provide delivery service..

Kota samarahan is the location our business has chosen. Kota Samarahan is an area where mostly students and workers. Since students tend to have lower income our business stands out then the others by providing affordable price as well as providing delivery service for busy workers.

The marketing strategy for Patata Delicisiosa is to by providing beneficial deals or promotion to the customers. Thus we develop a marketing strategy that could help gain the interest of our targeted customers.

The management of Patata Delicisiosa consists of 6 lead workers is Dayang Atiqah, Nur Aina, Dayang Nursyifa, Mohamad Hakimi, Farah Athirah and Abdul Muzhaffar. Our workers has experience in finance,business as well as the marketing area. Fall the six partners will take the required role and duties for the operation of the business.

2.0 INTRODUCTION

2.1 Name of business

Our business name is Patata Deliciosa. We use the term deliciosa which from the spanish language means delicious as we want to provide delicious potato dishes which is french fries. With the unique name of our business, we hope to attract more people to taste our product.

2.2 Nature of the business

Our main product is potatoes. With that we make french fries with different flavors and dressing. Our main product is carbonara french fries. Our fast food restaurant not only provide products we also provide delivery service.

2.3 Name of partners

This business is founded by five partners. They are Ms Dayang Atiqah Syahirah Bt Awang Adam as the General Manager, Nur Aina bt Ibrahim as the Financial Manager, Dayang Nursyifa Fazrin bt Kederi as marketing manager, Mohamad Hakimi as administrative manager, Farah Athirah bt Mohd Zollani as operation manager and Abdul Muzhaffar bin Adenan as operations manager assistant..

2.4 Location of business

The premise is located at Kota Samarahan Aiman Mall. The location chosen is considered strategic since it near to Aiman mall where many customers could pass by and taste our product.

2.5 Date of business commencement

We registered our company on 20 january 2019. our business start to move on 1 march 2019 and this date is is the same as our company date of commencement.