



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
MOVING WAFFLE ENTERPRISE

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EXECUTIVE SUMMARY

First of all, the name of our company is the Moving Waffle Enterprise and the nature of our business is partnership. Our main activity is the food production and services. Our business aim is to provide peoples with fast food and beverages.

The reason why we want to start the business is because we saw the trend of food business nowadays in overseas which is the moving food truck business. We saw the opportunity of this business if we start it in Malaysia because this kind of business is very new in this country.

After studying this business with all members, we decided to do the business plan about this kind of business. We all agreed to apply the system of moving truck business in Malaysia, and our starting point is in Kota Kinabalu Sabah. We also decided to sell fast food as our product. In our very simple observation, we saw that waffles have high demand in market so we finally agreed to sell waffles as our main product.

Our business premise will be located at UA jalan sepanggar Kota kinabalu and the business will operate all around the Kota Kinabalu district. The estimated time to begin our business will be on January 13, 2016 according to our partnerships agreement made on February 14, 2014.

The purpose of writing this whole business plan is to convince the venture capitalists, Investors, and bankers in order to raise our capital and obtain a specific amount of loan for the beginning of our business. This business plan is also written for the guideline purpose for day-to-day management of the business.

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1.0 INTRODUCTION

The name of our company is Magnet Waffle Enterprise. Our business is based on food services and production. The idea of our business is to produce fast food for the customers and operating the business all around the district and all corners in the city by using truck or van, that's why we calling it as the moving stall. The nature of our business is partnership.

Our main office is located at University Apartment, Jalan Sulaman, 88450 Kota Kinabalu Sabah. We expect to start up our business on 13th January 2015. Based on the observation of all partnerships member, we agreed that peoples today are very demanding on fast food services. The nature of peoples today is 'busy', all they need is 'hurry up' so regardless by that we agree to take the opportunity to develop a business in food services where we are producing the fast food for them to satisfy their demand and needs which is the fast food moving stall.

The future prospects of our business are peoples around Kota Kinabalu and all peoples in Sabah. We estimated that most of the peoples will go for our foods because of their nature.

This business has a high potential to expand because we expecting that our moving stall that serve fast foods and beverages is the pioneer in Sabah. Last thing for the introduction, we are prospecting to increase at least 5% and 10% sales of our business on second and third year respectively.