



MARA UNIVERSITY OF TECHNOLOGY, SABAH

FUNDAMENTALS OF ENTREPRENUERSHIP
(ENT300)

"ROSKHIN PANCAKES ENTERPRISE"

PREPARED BY:

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| MOHD. KARNAIN MASBATI | 2011978321 |
| MOHD. IKHWAN MATUSUP | 2011102871 |
| NORHATI JAPAR | 2011172957 |
| HASZILA MUSTAPHA | 2011502471 |
| ROSLINA ROSMAN | 2011598657 |

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EXECUTIVE SUMMARY

We, ROSKHIN ENTERPRISE intend to start a business making a product called ROSKHIN PANCAKE. Pancakes are the very old beginnings of bread and pastry. Generally a pancake is any kind of batter, fried or baked in a skillet, on a griddle, or on any hot surface. ROSKHIN PANCAKE has unique ingredients and many choices of flavors with suitable price. An infinite variety of pancakes have been developed by the skilled cooks of many nations. Today pancakes are enjoyed for breakfast, luncheon, and dinner and even for dessert.

ROSKHIN PANCAKE was founded by Mohd Karnain Bin Masbati, Roslina binti Rosman, Muhammad Ikhwan bin Matusup, Haszila binti Mustapha, and Norhayati Japar. All of our Formulas and Recipes are authentic and were selected from many submitted to us by housewives and also refer to the chef book recipes. We have our secret recipes which is so creepy and crunchy when we eat. We use special machine to produce pancakes. It's easy to use and more pancakes will produce with more faster, effective and efficient in work. The prices that we charge for our product are listed below:

| Products | Price per unit (RM) |
|---|----------------------------|
| Chocolate Pancake | 3.80 |
| Apple Pancake with Hot Syrup | 3.80 |
| Coconut Pancake with Hot Syrup | 3.80 |
| Banana Pancake with Hot Syrup | 3.80 |
| Pancake with Nutella | 3.40 |
| Red Velvet Pancake – Cream Cheese Glaze | 4.50 |



These prices are slightly below our competitor's because we want to capture their market share and later increase our share with quality products. This business venture will start on 06th May 2014 and we will act as the General Manager, Administration Manager, Financial Manager, Operational Manager, Marketing Manager and Cashier.

Our company is located in 1 Borneo which is at level 2 and it is away from our nearest competitor. Our competitors are as Pancake House and Mok café at ground level in 1 Borneo. Our competitors have the strengths as more budgets, well serving and good quality of product. However, they also have the weaknesses as too expensive, far away and located in non-strategic place. Nevertheless, we see an opportunity here to offer better products, cheapest, different version and so on.

We intend to introduce our product to our prospects and customers by promotion or advertising in social media and mass media such as Facebook, Instagram, television, radio and others. We are aware of the effectiveness of word-of-mouth marketing and social networks to promote our products.

We believe that this business has the potential and prospect to succeed because the demands from society want to eat something different from other food café or franchise in the market.

BUSINESS PLAN PURPOSES

1. Opportunity for entrepreneur to assess the business venture objectively, critically and practically.

This business plan is a business model that describes in detail all the processes involved in managing the company. Everything in this business plan is an adaptation of all our efforts. It is the way of the plans of our company. It states clearly what we are trying to accomplish and do. Even though we basically just a new company, but the business plan is believed to provide opportunities for other entrepreneurs to evaluate our business efforts in an objective, critical and practical. The feedback from them is very we hope that we can do the repairs. It is very important to us that our company can increase its business from time to time.

2. To study and evaluate the feasibility.

In a business, feasibility is something that must be faced by a company. In the other sense, it refers to the risk. For the entrepreneur, the risk is an obligation for them. Without it, there would be no profit and loss. It is because the risk is a situation where they are unsure of the end result will be obtained later. However, it did not dampen their spirit to continue to work. For them, the risk is an investment. To get the best return on investment, many things that should be reviewed and evaluated first. With the business plan, we will be exposed to things that require us to take a risk. Therefore, this business plan will give us the opportunity to examine all the possibilities as they arise and also to judge so that the right decision can be taken.