



اَوْنِيُوْزِيسِيْتِيْ بَاتِيْكُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**BUSINESS PLANNING  
THOMPSON CRISPY FRIED CHICKEN  
FAST FOOD**

**PREPARED BY:**

**STUDY**

**FACULTY & PROGRAMME : ADMINISTRATIVE SCIENCE AND POLICY**

**SEMESTER : FOUR(4)**

**PROJECT TITLE : BUSINESS PLANNING OF THOMPSON CRISPY  
FRIED CHICKEN**

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14 DECEMBER 2018**

<u>CONTENT</u>	<u>NO OF PAGE</u>
1.0 BUSINESS PLAN .....	1
1.1 SUBMISSION LETTER .....	2-3
1.2 ACKNOWLEDGEMENT .....	4
1.3 EXECUTIVE SUMMARY .....	5-6
INTRODUCTION .....	7
PURPOSE .....	8
GENERAL MANAGER OBJECTIVES .....	9
BUSINESS BACKGROUND AND BACKGROUND OF PARTNER .....	10-20
PARTNERSHIP AGREEMENT .....	21-22
2.0 ADMINISTRATION PLAN .....	23
2.1 VISION, MISSION AND OBJECTIVE OF THE BUSINESS.....	24
2.2 ORGANIZATIONAL CHART .....	25
2.3 List of Administration Personnel .....	26
2.4 Schedule of Task and Responsibilities .....	27-28
2.5 Schedule of Remuneration .....	29
2.6 List of office Furniture and Fitting Supplies .....	30-31
2.6.1 Administration Budget .....	32
3.0 MARKETING PLAN .....	33
3.1 PRODUCTS .....	34-35
3.2 TARGET MARKET .....	36
3.3 MARKET SIZE .....	37
3.4 MARKET SHARE .....	38
3.5 COMPETITORS .....	39
3.6 SALES FORECAST .....	40
3.7 MARKETING STRATEGY .....	41
3.8 MARKETING PERSONNEL'S INFORMATION .....	42-43
3.9 MARKETING BUDGET .....	44

### **1.1 SUBMISSION LETTER**

Thompson Crispy Fried Chicken,  
Diploma in Public Administration,  
University Teknologi Mara, UiTM Campus Samarahan 2,  
Jalan Dato Muhamad Musa,  
94300 Kuching,  
Sarawak.

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Madam Siti Mardinah bin ti Abdul Hamid  
University Teknologi Mara,UiTM Campus Samarahan 2,  
Jalan Dato Muhamad Musa,  
94300 Kuching,  
Sarawak.

Madam,

#### **SUBMISSION OF BUSINESS PROPOSAL**

Regarding to the above matter, I am Bryan Ding Jok, the general manager of THOMPSON CRISPY FRIED CHICKEN and the representative of my group members is glad to submit our business proposal for you review and further action. As mentioned above, our partnership business has completed our project successfully on time and this booklet have been submitted for further evaluation and review as required in completing the course ENT300.

### **1.3 EXECUTIVE SUMMARY**

THMOPSON CRISPY FRIED CHICKEN is established as a partnership business which is involving 6 individuals and located at Desa Ilmu, 94300 Kota Samarahan, Sarawak.

Our business is in the form of partnership, which consists of 6 members. Our business will be full operated on 3rd of January 2019. Our business will be operating at Desa Ilmu. As mentioned earlier, our partners are entitled to take part in the business management. We agreed to appoint each of the partners as stated below:

<b>NAME</b>	<b>DESIGNATION</b>
BRYAN DING JOK	GENERAL MANAGER
AIBER ALLEX	MARKETING MANGER
BRENDAN DANILO	MARKETING MANAGER
ROVINSON MANGGI	ADMINISTRATIVE MANAGER
GORDON TONG	OPERATIONAL MANAGER
RAPHAEL ANAK GALIS	FINANCIAL MANAGER

## INTRODUCTION

THOMPSON CRISPY FRIED CHICKEN is a new company that start a business at the Desa Ilmu, Kota Samarahan. This business is based on a partnership where it consists of 6 individuals who hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager.

The name of the company is inspired providing a fast food for everyone that life in Kota Samarahan.

Our market target of the business are all various types of people regardless their ages, income level, ethnic and religion. Our location of business is Kota Samarahan. Huge number of people spend their free time is especially weekend to eat. We also noticed that nearby community also consists officer from students from Universiti Teknologi Mara Campus 1 and 2, Universiti Malaysia Sarawak and other than that.

As our conclusion, we will try our best to make our business become more developed in the future as our product will be demanded by people and hope to open a new franchise in future.