

BP-AM-E



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا  
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**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN REPORT FOR ZOKHS NYUMS**

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## **EXECUTIVE SUMMARY**

ZOHKS NYUMS is a cafe which specialized in Asian fusion menu which serve a lot type of services such as surfing internet and borrowing books. ZOHKS NYUMS also will offer various type of menu to give fully satisfaction to the customers. We are venturing into this form of business because we realized that there are increasing demand from Asian and western fusion menu increasing growth potential and to introduce macarons.

Our business is in the form of partnership, which consists of 5 members. Our business will be full operated on 1st of February 2019. Our business will be operating at UiTM Kampus Samarahan 2. 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>
MUHD HAIQAL BIN MORSHIDI	GENERAL MANAGER
KHIDHIR BIN ARZEMI	MARKETING MANAGER
MOHD ZAHIR BIN SALLEHIN	ADMINISTRATIVE MANGER
OLIVIA QUERYSMAR BINTI CHRISTUS	FINANCIAL MANAGER
SARAH MUNAI ANAK SEKIM	OPERATIONAL MANAGER

The General Manager is responsible for planning, organizing, leading and controlling all of the business activities. The Administrative Manager is responsible for buying the equipments needed for the office. The Operational Manager will responsible in improving the operational systems and processes in support of organizational mission. The Marketing Manager tasks are identifying potential markets, developing pricing strategies and sales forecast. And the Financial Manager will be responsible to develop and analyse information to access the current and future financial status of the business.

We expect that our business will develop more and there are more branches to be opened in the next few years.

## **1.0 INTRODUCTION TO THE BUSINESS**

ZOHKS NYUMS is a new company that start a business at Bagunan Pusat Pelajar Sri Kenyalang Universiti Teknologi Mara (UiTM) Kampus Samarahan 2, 94300 Kota Samarahan, Sarawak. This business is based on a partnership where it consists of 5 individuals who hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. We put in RM 100,000 as the capital to start off our business.

The name of the company is from front letter of our name which is 'Z' for Zaher, 'O' for Olivia, 'H' for Haiqal, 'K' for Khidhir and 'S' for Sarah while 'NYUMS' give a very meaningful meaning which is delicious. Our main ingredient is Burger Rendang and Nasi Goreng bandar for customer to enjoy while chilling, surfing internet and etc.

Our market target of the business are all various types of people regardless their ages, income level, ethnic and religion because we served Halal and affordable which can be enjoy by all people who UiTM Samarahan Campus 2. Our location of business is strategic because our store was located inside the campus which can attract a lot of student to come without paying transportation.

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

## 2.0 PURPOSE OF BUSINESS PLAN

Business plan is a set of documents prepared by organization management to summarize its marketing, operational and financial objective for the near future. It provides step-by-step guideline once we started our business. It also provides an idea on how to achieve the organization goals. This business plan is very important to a new company like ZOHKS NYUMS because it may help us to maintain our business longer in the market.

A business plan also will enable the managers of ZOHKS NYUMS to fully understand the proposed business. This helps the managers to view and evaluate the proposed business venture in an objective, critical and practical manner. It also helps the managers of the company to manage the company by giving a guideline to them regarding their job duties and responsibilities. Investment and business planning and decisions are also better guided with the availability of a Business Plan.

Furthermore, the purpose is to evaluate the project viability and growth potential. Everyone in the company will use the information contained in the company's business plan, whether to set performance targets, guide decision-making with regard to on-going operations, or assess personnel performance in terms of their ability to meet objectives set forth in the business plan. A company's performance and progress can be measured within planned goals involving sales, expenditures, time frame, and strategic direction. Business plans also help an entrepreneur or business manager identify and focus on potential problem areas, both inside and outside the company.