

**UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI**

**DELIFRANCE ASIATIC FOOD LTD.
FAST FOOD (FRANCHISE)**

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. INTAN MULIATI ABU BAKAR.
2. NUR MAZWAN ABD. NAIN
3. NORMANIZA ZAHID
4. JULIANA ABD. RASID
5. JUNAIDA RAMLY.

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN

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EXECUTIVE SUMMARY

Delifrance Asiatic Sdn. Bhd. (Sungai Petani branch) is the business that managing the regional chain of plants. Delifrance is an integrated baking concept, with manufacturing, wholesaling and retail capabilities. We plan to commencement this business in year 2005. We have divided our business plan into four department to make sure an efficient and effective work. Each department has their own strategies and planning.

ADMINISTRATION PLAN:

Knowledge in management is important to expand technique in achieve tangible solution and a systematic planning to control business for effectiveness and efficient in manage and administrated. Having a clear and meaningful mission is other our systematic planning. We also concentrated on administration strategies to improve our management team. Others we also have another planning for our workers.

MARKETING PLAN:

Marketing is the one and important components in the business. We combined all marketing strategies to increase sales and promote our product. We produce product that based on French bakery and beverage. We do research on all aspect to determine the way for our business. We also determine our competitors to know our market share after we entered to the market. Our forecasted sales as below:

Year 2005	41789 QTY (FOOD)
	38069 QTY (BEVERAGE)

INTRODUCTION

The Delifrance trade name is widely recognised in Asia Pacific, due in no small to its prevalent and extensive range of French bakery products. With a total of 155 outlets regionally, the company's group annual turnover exceeded S\$122 million.

Delifrance Asia Pte. Ltd. is the headquarters managing the regional chain of plants and network of franchisees in the markets. The company is an integrated bakery concept, with manufacturing, wholesaling and retail capabilities. The Delifrance franchise partnership programme is a two-tier business arrangement, namely at the manufacturing and retail at all level.

Building on its successful operation and expansion in the regional markets, the company is continuing to accelerate its regional development and expansion through franchising.

Delifrance made its debut in Malaysia on October 23 1990 with the opening of its first café in Lot 10 Shopping Centre. Delifrance has company operated cafes located in Klang Valley, Seremban and Johor, franchise and licensed operated cafes in others states of Malaysia. In the year 2000, Delifrance expects to have incorporated more than 50 retail cafes owned, franchise and licensed. Delifrance operates café bakeries, bakery corners and restaurants. Other activities include manufacture and sale of French bakery, pastry products, cooked food and trading of vacuum-packed food.