



اَوْنُوْ سِيَّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**CHICKEE BOOM**

**PREPARED BY:**

**FACULTY: FACULTY ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**PROGRAMME: DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**SEMESTER: 4**

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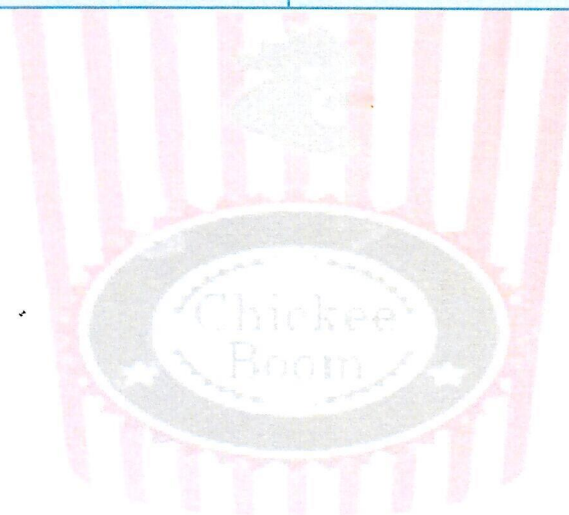
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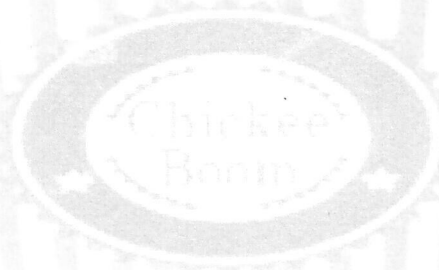


## EXECUTIVE SUMMARY

Chickee Boom was established as a partnership business which is involving 5 individuals and it is located at the Sukma Commercial Centre, Taman Sukma, Jalan Sultan Tengah, 93050 Kuching, Sarawak. The date of business commencement on 1<sup>st</sup> January 2019 and it will launch at Sukma Commercial Centre, Taman Sukma, Jalan Sultan Tengah, 93050 Kuching, Sarawak.

Chickee Boom expects to arrive at people's taste bud with our popcorn chicken snack which are we using chicken meat as our main ingredient. The business plans to build strong market position in Taman Sukma, 93050 Kuching, Sarawak with five specialize individuals in the business. We also focus on meeting the demand of the people regardless the income level, ages and ethnics in Kuching with our business.

Every member in the company is actively involved to work this business out. The company of Chickee Boom consists of General Manager; Muhammad Fitri bin Khamizan, Administrative Manager; Nur Imannina Binti Ibrahim, Financial Manager; Nur Azzah Syahirah binti Abdul Rahman, Marketing Manager; Zaidatul Amira binti Burhaniza and Operational Manager; Nur Ain Atirah Shazali.



## INTRODUCTION

Chickee Boom is a new company that start a business at Sukma Commercial Centre, Taman Sukma, Jalan Sultan Tengah, 93050 Kuching, 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 75,000 as the capital to start off our business. Each of the members contributes RM 5,000 each and loan from bank RM 50,000.

The name of the company is inspired on cute little chicken name “Chickee” and “Boom” referred to our variations of mouth-watering flavours. Our main ingredient is chicken meat that has cut into bite size for customer to enjoy while watching movies, walking around etc.

Chickee Boom Company is selling chicken popcorn that has been deep fried with special ingredient for the coating. It was topped with various flavoured powder and sauces such as cheese powder, hot spicy powder, barbeque powder, curry powder and wasabi powder. The sauces consists of sweet and sour sauce, mayonnaise sauce, black pepper sauce and Korean spicy sauce

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 visiting Sukma Commercial Centre, Taman Sukma, Jalan Sultan Tengah, 93050 Kuching, Sarawak. Our location of business is strategic because our store was located in Taman Sukma itself which is shop lot.. We also noticed that nearby community also Government office, Kolej Komuniti Media, CIDB and Housing area

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.

## **GENERAL MANAGER OBJECTIVES**

General Manager is an executive who has overall responsibility for managing the company. In Chickee Boom, Muhammad Fitri bin Khamizan will take a position as General Manager which he will carry out several objectives. He will act as a leader to the other department manager and staff by giving them training and guiding their tasks. General Manager basically will monitor and control the business activities such as transaction of account in the business, check the inventory and ensure the daily tasks and businesses run smoothly. He will also ensure that the business will run according to vision, mission and objectives smoothly. On top of that, he will ensure the goal of business will be achieved successfully. Lastly, he will make sure that the employee doing their job and task effectively and efficiently based on the planning.

