



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



IN N OUT CHICKEN

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

FACULTY & PROGRAMME	FACULTY OF APPLIED SCIENCE TECHNOLOGY TEXTILE (AS118)
SEMESTER	SEMESTER 5
NAME	1. MUHAMMAD MIFZAL BIN ADI ANUWAR 2. MUHAMMAD AMMAR BIN ROSLI 3. NUR HUSNA BINTI HAMIM 4. NUR AMIRAH AINA BINTI MUHAMAD ARBAIN 5. AUNI FAKHIRAH BINTI ADLI 6. YASSMIN SOPHEA BINTI YUSSRY
GROUP	AS1185A2
PREPARED FOR	DR ASIAH ALI

SUBMISSION DATE

24 JANUARY 2021

ACKNOWLEDGEMENT

We would like to express our greatest gratitude to our ever-supportive lecturer, Dr Asiah Ali for the countless hours of dedication and guiding us to performing our Business Plan Project. Many thanks also to our classmates who have made valuable comment suggestions on our paper which gave us an inspiration to improve the quality of the assignment. We are so thankful because we manage to complete the project within the due date of the submission.

We would like to also extend our gratitude towards our groupmate who gives a great teamwork along this journey to finish this assignment. Other than that, we also have to show gratitude to the faculty for providing sufficient equipment in order for me to carry out this study and to anyone that is involved directly and indirectly towards the contribution of this project.

Last but not least, I would like to give a big thanks to our family that always support us and do not give us pressure while completing this assignment at home because of the pandemic of Covid-19. Therefore, thanks to all parties that are involved in the making of our Business Plan, we can be more grateful than this.

TABLE OF CONTENT

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	6
INTRODUCTION	7
1.1. INDUSTRY PROFILE	7
1.2 PURPOSE OF BUSINESS PLAN	7
1.3 COMPANY BACKGROUND	1
1.4 LOGO EXPLANATION	2
1.5 LIST OF MENU	2
1.6 OWNERS BACKGROUND	3
1.7 BUSINESS LOCATION	9
ORGANIZATIONAL PLAN	11
2.1 ORGANIZATION'S VISION, MISSION & OBJECTIVE	11
2.2 ORGANIZATIONAL CHART	12
2.3 LIST OF ADMINISTRATION PERSONNEL	13
2.4 TASK AND RESPONSIBILITIES OF EMPLOYEES	13
2.5 SCHEDULE OF REMUNERATION	14
2.6 LIST OF FURNITURE AND FITTINGS	15
2.7 ADMINISTRATION BUDGET	16
MARKETING PLAN	18
3.1 DESCRIPTION PRODUCT	18
3.2 TARGET MARKET AND MARKETING SEGMENTATION	21
3.3 MARKET TREND & SIZE	22
3.3.1 MARKET TREND	22
3.3.2 MARKET SIZE	22
3.4 COMPETITORS(STRENGTH AND WEAKNESS)	23
3.5 MARKET SHARE	27
3.6 SALES FORECAST	28
3.7 MARKETING STRATEGY	29
3.7.1 PRODUCT STRATEGY	29
3.7.2 PRICING STRATEGY	30
3.7.3 DISTRIBUTION STRATEGY	31
3.7.4 PRODUCT STRATEGY	31
3.7.5 PROMOTION STRATEGY	33
3.7.6 MARKETING PERSONNEL	34
3.7 MARKETING BUDGET	34
OPERATION PLAN	36
4.1 OPERATIONAL PLAN INTRODUCTION	36
4.2 OPERATIONAL PLAN OBJECTIVE	36
4.3 BUSINESS AND OPERATIONAL HOUR	36

4.4 OPERATIONAL PROCESS	37
4.5 OPERATIONAL LAYOUT	38
4.6 PRODUCTION PLANNING	39
4.7 MATERIAL PLANNING	39
4.8 MACHINE & EQUIPMENT PLANNING	41
4.9 OVERHEAD REQUIREMENTS	42
4.10 MANPOWER PLANNING	42
4.11 LOCATION PLAN	43
4.12 OPERATIONS BUDGET	43
4.13 IMPLEMENTATION SCHEDULE	44
FINANCIAL PLAN	46
5.1 PROJECTED MARKETING, ADMINISTRATIVE AND OPERATING EXPENDITURE	46
5.2 PRE-OPERATING & WORKING CAPITAL	46
5.3 SALES AND PURCHASE	47
5.4 PROJECT IMPLEMENTATION COST	48
5.5 SOURCE OF FINANCE	48
5.6 LOAN AMORTIZATION SCHEDULE	49
5.7 DEPRECIATION OF FIXED ASSETS	50
5.8 PRO-FORMA CASHFLOW STATEMENT	51
5.9 PRO-FORMA INCOME STATEMENT	53
5.10 PRO-FORMA BALANCE SHEET	54
5.11 FINANCIAL RATIO ANALYSIS	55
5.11.1 Profitability ratio	56
5.11.2 SOLVENCY RATIO	57
CONCLUSION	57

EXECUTIVE SUMMARY

Nowadays, there are many franchise restaurants selling chicken-based fast food in Malaysia such as Kentucky Fried Chicken (KFC) and McDonald's. However, most of the brands of the franchise company are from abroad and it is very difficult to see brands that come from our country, Malaysia. Therefore, our company (In 'n Out Chicken) wants to be one of the companies that serve chicken based food where this company is owned by locals and bumiputra as well as being able to be competitive with existing companies. Our company has 6 partnerships to fill the following position in our company. All these positions are Chief Executive Officer (CEO), general manager, marketing manager, management manager, financial manager and administration manager. Besides, our company is located at Shah Alam, Selangor which is addressed at 32/93, Jalan Anggerik Vanilla, Kota Kemuning, 40460 Shah Alam Selangor. In 'n Out Chicken is a restaurant that serves fast food based on chicken. This restaurant ensures that the chicken supply is 100% halal and has the best quality. Therefore, the supply of chickens obtained is from Mariah Niaga which operates by 100% Muslim and local people. Besides, In 'n Out Chicken also provides delivery services and drive-thru to facilitate the purchase as well as meeting customer requests.

There are 5 types of chicken-based dishes or main dishes according to local tastes such as Fried Chicken, BBQ Chicken, Honey Lemon Chicken, Korean Spicy Chicken and Geprek Chicken. To promote and introduce our product to the customers, we intend to prepare a marketing strategy. The marketing strategies consist of four major steps, which is known as 4P' marketing. The 4P stands for product, price, place & distribution and promotion. On other hand, we also use social media such as Facebook and Instagram to promote our product. These ads provide plenty of profitable opportunities and are a great way to boost our digital marketing campaigns.

In conclusion, our food product is different compared to other companies that serve chicken-based fast food because of the guarantee of halal food. Our food also has a price that is affordable and acceptable that can be bought by all generations such as students. Besides, our products also have their own flavor and identities to attract customers to buy it. Therefore we are confident that our company is able to compete with other well-known fast food companies and able to develop local brands to the global stage.