

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ENT 300 )

BUSINESS PLAN PROPOSAL  
POTATO CRIBS

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**EXECUTIVE SUMMARY**

We are starting our own business as partners, and all of us decided to call our business Potato Cribs. The idea of forming this business came from all of us. The main idea was to produce food from the potato. Each of the partners is also acting as the head of the department with one person as the General Manager. We will run this business at Sulaman Central as it was a new developed area and has gained the attention from the people from all across Kota Kinabalu, Sabah. We seized this opportunity because, it will surely add up the competition and choices for the people to make.

**TABLE OF CONTENT**

<b>1. INTRODUCTION</b>	12
<b>2. PURPOSE OF BUSINESS PLAN</b>	12
<b>3. COMPANY BACKGROUND</b>	13
<b>4. OWNERS BACKGROUND</b>	14
4.1 Partners Background	14 – 17
4.2 Partnership Term Agreement	18 - 21
<b>5. BUSINESS LOCATION</b>	
5.1 Business Address	22
5.2 Physical Location	23
5.3 Building	24 – 25
5.4 Basic Amenities	25
<b>6. ADMINISTRATIVE PLAN</b>	
6.1 Introduction to the Organization	26
6.2 The Organization	27
6.2.1 Company Objective	27
6.2.2 Vision	28
6.2.3 Mission	28
6.3 Organization Structure	29
6.4 Organization Chart	30
6.5 Administration Personnel	31
6.6 Schedule of Task	32
6.7 Schedule of Responsibilities	33 – 35

6.8 Workers Intensive Scheme	36
6.9 Schedule of Remuneration	37
6.10 Office Furniture, Fittings and Equipment	38
6.11 Administrative Layout	39 - 40
6.12 Administrative Budget	41

## 7. MARKETING PLAN

7.1 Introduction to the Marketing	42 - 43
7.2 Marketing Structure	44 - 49
7.3 Target Market	50
7.4 Competition	51
7.5 Market Share	51 – 52
7.6 Sales & Purchases Forecast	53 – 57
7.7 Marketing Strategy	58
7.7.1 Product Strategy	58
7.7.2 Pricing Strategy	59
7.7.3 Distribution Strategy	60
7.7.4 Promotion Strategy	60 - 61
7.8 Marketing Personnel	62
7.9 Marketing Activities	62
7.10 Marketing Budget	62

## 8. OPERATION PLAN

8.1 Introduction to the Operation	63
8.2 Operation Objectives	63
8.3 Transformation Process	64



## 1. Introduction

The name of our company is Potato cribs. The word potato may refer to the plant itself as well as the edible tuber. As we know that potato became a majority favorite to all people here in Sabah. These Potatoes have a high demand from days to days. So, when these happened to our company Potato Cribs, of course it would boost up our profit and also we will fulfill everyone needs. Thus, the market demands will increased.

Our target customers are students especially in the area of Sepanggar. This is because, the targeted area have a high demands of this kind of potatoes. In addition, people like student, group of lecturer, groups of admin people, and many more people that are heavily populated in this area.

These businesses have a potential to being expanded. Because we are the 1<sup>st</sup> pioneer in Kota Kinabalu that sells variety dishes from potatoes and toppings. The future prospect of our business is to increase second year sales by 5% and third year sales 8%. We viewed our business potential, and we believe that Potato Cribs productions have a high potential in this kind of business since the government wants to encourage the business of food industry sector.

## 2. Purpose of Business Plan

This business plan is prepaid by Potato Cribs. For the purpose of:

- a) To fulfill the demand of Potato in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- e) To fulfill the requirements of the ETR 300 subject.