



**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**SUGGESTION FOR REFERENCE:**

OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

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## **Executive Summary**

Catering Xpert is a partnership-based type of company that consists of four members. The essential role is filled by all four members, such as Administration Manager, Marketing Manager, Operations Manager and Financial Manager. This business offers food and customer service by delivering a scalable and flexible presentation-consistent service that will give a long-lasting impression related to our mission of providing excellent service, quality delicious food and an affectionate team, impressions provide a comfortable and professional experience. Our business will concentrate on festival days and holidays in Malaysia. This is because most Malaysians will be conducting wedding ceremonies or banquets at this time. This is one of the strategies of marketing that we do.

## 1.0 Introduction

### 1.1 Business Description

Malaysia currently thrives in different fields, including the food security, medical and education sectors. This is because it is the basic sources of human income. The capacity of each sectors to develop the economic growth is high. We decided to engaged in the business sector as a result of the culmination of this economic development. We're have taking this opportunity to introduce our business, Catering Xpert, out with a good service.

The name of our business is inspired by the word "expert" itself, which has or requires a great deal of experience or expertise in a particular field. The word "expert" gives us the inspiration to be a competent manager and to provide services of high quality.

Catering Xpert will be launched on 25<sup>th</sup> June 2021 and will be based in Taiping, Perak due to the strategic position where it is at the center of the attraction and has a wide target market. So, at this location, we assume the sales revenue will meet the acquired sales we targeted. Besides, this place is near to the supplier of our product.

The business will commence operation at the following address:

**No 14, Lorong Koperasi 1,**

**Kampung Jambu, 34000,**

**Taiping, Perak.**

In addition, we want to bring out name to the global level and improve our company reputation to be comparable to other major corporations around the world.

## **Purpose of Business Plan**

A business plan is a document in which a business opportunity, or a business already under way, is identified, described and analyzed, examining its technical, economic and financial feasibility. The plan will develop all of the procedures and require strategies in order to convert the business opportunity into an actual business project. Moreover, it is an indispensable tool in order to start up a business project, independently of the size of the project and the amount of business experience of the entrepreneur.

The primary purpose of a business plan is used to help manage an organization by stating ambitions, how they will be achieved, and exactly when. The plan will also help to summary what business is about, why should the business exist and how far the business will get to. Your business plan will serve as a key point of reference for investors, partners, employees and management to gauge progress against objectives. By elucidating the purpose and direction of your business it will let you more understand what to be done as your early step to improve your business. Elucidating can be consisting of simple description of the business and the products and services provided by your business for the customers.

Besides, the second purpose of the business plan is for financing. Financial strategies are important to raise benefits from your business. When you start the business, you have to concern about finance because you need to spend with start-up costs and then proceed with business expansion and development of the products. Moreover, the financial institution or other lender will not invest in your business company unless you can demonstrate that you have a roadmap to success. Banks want to mitigate their risk of default and private investors want a realistic forecast for when they will be reaping a return on their capital. That is the reason why well planning on financial is vital because it will help you deals with financial institutions in order to run smoothly your business.

Lastly, the purpose of business plan is to achieve goals that has been set up by your company. Without any business plan, it will be difficult to run the business. For instance, if your company no plan on marketing, there will be problems because you will lack on how to sale your service or products. Customers will consume your products or service if your marketing style is interesting and can attract their attention. Hence, business plan for company is important to determine whether your business can move forward or not and make your business successful.