



اَوْنِيُوْرُ سِيْتِي تِي كُوْلُوْ كِي مَوْبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

OISHII YUMMY ENTERPRISE

**NO. 8, JALAN PPAJ 2/7, PUSAT PERDAGANGAN ALAM JAYA (PPAJ), BANDAR
PUNCAK ALAM, 43200, SELANGOR.**

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PERMISSION LETTER

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12th DECEMBER 2013

Dear Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL ENT 300

Referring to our subject above, we would like to submit proposal of our project paper for our ENT 300 subject

2) This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administrations, marketing, operation and financial aspects.

3) We hope that this business plan will satisfy your requirements. Any lack or mistakes are fully our responsibility and we would appreciate any comments on our project in order for us to improve.

Thank you.

Yours sincerely,



MUHAMMAD UZAIR BIN ZURAI DI
(GENERAL MANAGER)

EXECUTIVE SUMMARY

OISHII YUMMY is one of the companies that involve with small medium industry. Our company had chosen to carry a business in Bandar PuncakAlam by selling our frozen food which is Rainbow Pancake Puff to the customers. This selection of location is based on the strategic place which is connected to many important areas and also the large number of population in this area.

Moreover, OISHII YUMMY supplies Rainbow Pancake Puff that has variety of colour and flavour. The puff comes in three colours and four flavours in order to attract our target customer and this product also have its own benefit which is low in cholesterol. We fulfill our customer need and by fulfilling them, it will increase our loyal customer and high demand later on.

Our main goal is to become a well known brand of frozen food throughout Malaysia and internationally which is by selling our delicious product to our customer. Our mission in this company is to provide the maximum satisfaction to our customer and this can be achieved by supplying our frozen food with the best possible services for them.

Nowadays, people are using internet which is email and Facebook to gain information. Malaysian has the most Facebook account compare to other country and by looking at this fact, our company took this opportunity as a channel to market and promote our product to our customer. Internet is one of the medium that could promote our product fast and it requires less cost to operate it as well as decreasing our expense in our marketing budget.

OISHII YUMMY company consists of five young and talented partner that has their own skill and knowledge in business that will lead to the achievement of our company's goals and objective. They are young graduates from various field of study including Entrepreneurship, finance and operations management. The strength of management team focus on multiple skills and personal attributes including creativity

<i>Oishii Yummy Enterprise</i>

and commitment of each members in contributing to the project. In future expansion, about four years to come we are thinking of expanding business to three branches in Malaysia.

