



**FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300**

“JAPANESE CREPES”

AHA! CREPES SDN. BHD.

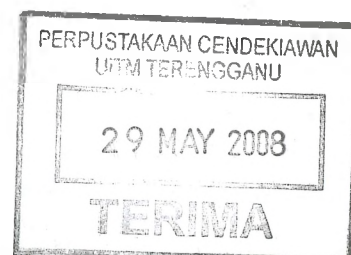
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Syariffah Nur Azzah binti Syed Ismail
Tengku Farini Amalina binti Tengku Feissal
Wan Siti Farsha binti Wan Hazeman

CHAPTER 1: INTRODUCTION

AHA! Crepes Sdn. Bhd. is an organization that serves and sells one of well known Japanese snack which is crepes. This company is going to establish on January 2009.

The co-founders of the company are Tengku Farini Amalina, Syariffah Nur Azzah and Wan Siti Farsha. Each of us has special abilities in different type of areas. For example Tengku Farini Amalina excels in communication skill, good leadership skill and has experience in student association activities. On the other hand, Syariffah Nur Azzah is good in marketing area. In high school, she actively involved in Entrepreneur Club. Meanwhile, Wan Siti Farsha is an easy going person and has good interpersonal skill.

We choose AHA! Crepes Sdn. Bhd. as our company name because it stands for our last letter in our names (Tengku Farini Amalina (A), Syariffah Nur Azzah (H), and Wan Siti Farsha (A)). Furthermore, AHA is a catchy word and easy to remember.

We expected to begin our business in January 2009. We choose food and beverages industry because it is one of the main industries in Malaysia. Notably, Malaysia is the world's leading exporter of pepper. Malaysia also ranks as the world's third largest producer of cocoa and one of the largest exporters of pineapples. So, it is a good step for us to involve in this industry because Malaysia is rich with tropical and agriculture resources combined with the diverse cultures in Malaysian society – Malay, Chinese and Indian, have resulted in a fascinating range of processed food with an Asian twist like our product Japanese Crepes.

As we already know, food is our need. For the ages, Malaysian main food is rice but nowadays Malaysian has many choices of food. Most of Malaysian prefers ready made food because of the little time. So, our company will be able to fulfill their needs. The great thing about Japanese Crepe is their casualty. People buy our crepes and the crepes come with about 60 different possible fillings and we make them on the spot and then hand them to the customers like an ice cream cone. The crepe is rich with nutritious like protein, vitamin, carbohydrate and many more even though it is simple to make.

Our target customers include family, teenagers and most importantly for the career person. The crepe is different from other ordinary snack because it has more nutritious and therefore it is suitable for the children, the oldest and the rest of the family. We confident the teenagers will like our product because they like to try something new. For the career and busy person, the crepe is suitable for them because it easy to make and can save their time.

The prime factor we choose this business because Malaysian loves to eat. Furthermore, we want to introduce this kind of food which is something new to Malaysian. Our product can give the opportunity to some people who are not able to fly to Japan in order to taste the Japanese Crepes – who said you have to go to Japan to try the crepes; we already have here, in Malaysia! The other factor is the Malaysian itself, the Malaysian loves to try and taste different kind of food especially something new to them.

Our business future prospect is to expand the company business. We would like to open more branches in the whole Malaysia. Our golden dream is to make sure AHA! Crepes can be one of the main brands in the region. Finally, Malaysia will have its own “McDonalds”.

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Business plan for AHA! Crepes Sdn.Bhd:japanese crepes /
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Introduction

Purpose of Preparing Business Plan
Company Background
Partners Background
Location of the Business

Administrative

Organization's vision, mission and objective
Organization chart
Manpower planning
Task and responsibilities
Schedule of remuneration
List of office equipment
Administrative budget

Marketing

Product/service descriptions
Target market
Competitors
Market size
Sales forecast
Marketing strategies
Marketing budget

Operation

Flow chart
Work schedule
Materials/stock requirements
List of machine and equipment
Operation Layout
Operation budget

Financial

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