



اَوْنَبُوْ رَسِيَّتِيْ تَيَكْنُوْلُوْجِيْ مَارَا  
**UNIVERSITI  
 TEKNOLOGI  
 MARA**

**BUSINESS PLAN TITLE :**

**BANANA CINGGEY ENTERPRISE**

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**Faculty** : BM – FACULTY OF BUSINESS MANAGEMENT

**Program** : BM243- BACHELOR OF BUSINESS MANAGEMENT  
 ADMINISTRATION (HONS.) HUAN RESOURCE  
 MANAGEMENT

**Course** : ENT 530- PRINCIPLE OF ENTREPRENEURSHIP

**Semester** : 20192- SESI 2018/2019

**Group Name** : NBH6B

**Group Member** : i) MEOR SHAFUL BIN SHAHRUDIN (2016266958)  
 ii) NUR AYUNIE BT SHAHARUDDIN (2016873022)  
 iii) NOR FARHANA BT SAMSUL (2016442026)  
 iv) PUTERI ALIA NATASYA BT AZHAR (2016499634)  
 v) NUR ALIA FITRI BT HASNAN (2016733879)

**Submitted To:**

**MADAM ZANARIAH BINTI ZAINAL ABIDIN**

**Submitted On 26.MAY. 2019**

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## 1.0 EXECUTIVE SUMMARY



Banana Cinggey Enterprise will establish year of 2019 as provide our best services towards people in Banting, Selangor Darul Ehsan, which known due to highly demand in population around. We also wanted to help our Malay people in that area as we sold Banana cheaper than our competitor. We are offering product that are produce from the Banana fruit, which will give our customer the best quality and taste. This business was founded and managed by five partners and determined to give a great opportunity to public to supply our product in order to conquer our market. Therefore, we will able establish our business and trying to get an opportunity to expand our business.

## 1.1 PURPOSE OF BUSINESS PLAN

- **The Entrepreneurs (BANANA CINGGEY MANAGER)**

To better understand the purpose of the business and act as guideline to manage the business creatively, effectively and efficiently.

- **Financial Institutions**

Guide and help the financial institution to evaluate the capability of the purpose project and provide loan for the business. Financial institution that involved in this business project is Majlis Amanah Rakyat (MARA).

- **Supplier**

Help the supplier of this product of our business ventures thus benefiting both of the supplier and our company in the long-term business arrangement.

- **Company Staffs/ Workers**

Help workers to understand the business's goals and objective and give their job duties and responsibilities. Our workers will do their job effectively, smartly and patiently.

- **Customer**

Persuade and influence our customer regarding the product being offered and give assurance and confidence to them to have business with us. More Over, the Main objectives for the development of Banana Cinggey Enterprise are first to focus on supplying fresh and quality Banana Fruit. We also wanted to make good relationship to our supplier and especially to our customer to our customer to maintain our potential customer. We also want expand our business in order to generate high rate of profit within 3 years and to ensure that our production flow smoothly and efficiently to increase our production. We also interested to complete with other chicken supplier in Malaysia and make Banana cinggey become the well-known supplier in Malaysia.

## 1.2 PARTNERSHIP AGREEMENT

All of partner are agreeing to sign agreement on 22 April 2019 and witnessed by two lawyer from Ahmad Ghani and Siti Meera Rahman that has been appointed for this purpose. The function of this partnership agreement is to avoid fraudulent and deception that might be happening during the operation of business and ensure the business run efficiently and effectively.

Below are the partner of **BANANA CINGGEY ENTERPRISE** :-

NAME	I/C NUMBER
1. Meor Shaiful Bin Shahrudin	910725105575
2. Puteri Alianastasya Bt Azhar	950927-14-5176
3. Norfarhana binti Samsul	960421-10-6160
4. Nur Ayunie Bt Shahrudin	940806-14-6536
5. Nur Alia Fitri Binti Hasnan	960222-03-5152

We also strength in one roof Banana Cinggey Enterprise will strive to bring our product to customer and market nationally in the future.

We are all come with natural agreement in relation to the sharing of information, openness, trust and decision making involvement which lead to successful of our company Banana Cinggey Enterprise. We are agreed to work together and achieving our mission and vision. This agreement is a symbol of our continue partnership and we will work with each other in good faith and having a close relationship with one another in ensuring.