



اَوْنَبُوْرَسِيْتِي تِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN

'FOOD FACTORY ENTERPRISE'

GROUP ASSIGNMENT

CLASS: NBH6A

BM243

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EXECUTIVE SUMMARY

Food Factory Enterprise is a partnership business company. We registered on 1st January 2020 and start our business on 31st January 2020. Its name, Food Factory Enterprise is due to it sounds friendly and universal to our target market. We also want to pay tribute to our partner's late father who once a factory worker that has been our inspiration to open the restaurant. Our calling is to share the finest pizza and pasta with Malaysian palates. For fine pizza and pasta, and all the great ingredients that go into them, our restaurant is the best place to go.

The purpose we prepare the business plan is to obtain working capital, as a guidelines for managing the purpose venture and allow us to view and evaluate the purpose business venture in an objective, critical and practical manner.

Before we decide the location of our business, we have undergone some surveys to gain information on the strategic location, the population, residential interest and existing business. Outcome from the survey, we finally decided to open our business at 10 Jalan 4/91, Taman Shamelin Perkasa, 56100, Cheras, Kuala Lumpur. From our view and research, we find that this location is strategic for our business to generate high profit from our target market which is the residence, University's students, and people who come here for vacation. There are few competitors around this location. However, we believe our concept of restaurant can attract more customers compared to their concepts.

We have four major departments, Marketing, Administrative, Operations and Finance department. Each of the department has its own manager which are Marketing Manager, Administrative Manager, Operations Manager, and Finance Manager. We gained our capital from shareholders and also a credited bank loan amount of RM200,00.00.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by Food Factory Enterprise for the purpose to apply for working capital loan from BIMB Bank for the amount of RM200,000.00. Capital shared from partners is RM15,000.00 per person. Hence, total for Food Factory Enterprise is RM260,000.00. We prepare the business plan to give overview and information about our future business planning in a systematic and effective way.

Hence, we can plan properly and look thoroughly on every cash out so that unnecessary wastage can be avoided and can ensure optimum returns on the investments. In conclusion, the business plan can help us with the planning, distribution and monitoring of this business so the business can operates more systematically and efficiently.

BUSINESS BACKGROUND

Name of Business	Food Factory Enterprise
Address	10 Jalan 4/91, Taman Shamelin Perkasa, 56100, Cheras, Kuala Lumpur
Email/Website	foodfactory@gmail.com / www.foodfactory.com.my
Form of Business	Partnership
Main Business Activity	Pizza and Pasta Restaurant
Date of Business Registration	1 January 2020
Date of Commencement	31 January 2020
Name of Bank	CIMB Bank
Bank account number	-
Initial (own) Capital	Shareholders (RM60,000) and loan (RM200,000)