



**UNIVERSITI TEKNOLOGI MARA**  
FACULTY OF HOTEL AND TOURISM MANAGEMENT



**FUNDAMENTAL OF ENTREPRENEURSHIP**  
**ETR300**

**MANUFACTURER OF CATERING**

**De' Nada Air Sdn. Bhd.,**  
**MALAYSIA AIRLINES**  
**MARKETING AND SALES DEPARTMENT**  
**2<sup>ND</sup> FLOOR , MAS Catering Building,**  
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*DCA*

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requirements for the award of the  
Diploma in Culinary Art

## LETTER OF AGREEMENT

This is the letter of an agreement between the members of De' Nada Air Sdn. Bhd. by referring the business operation guidelines under the Ordinary Company Registration. Under Companies Act 1665, there is an agreement of shareholder between the members which is seat under these position:

Azwani Hanum Abdullah Sani

- General Manager
- First party

Sabarina Hamzah

- Financial manager
- second party

Roslina Mohd

- Administrative manager
- Third party

Norainiwati Abd. Majid

- Operation/ production manager
- Fourth party

Adliza Rahayadin

- Marketing manager
- Fifth manager



## CHAPTER 1: INTRODUCTION

De' Nada Air is a catering services in a airlines. It will be form as a partnership business and will have five members that will provide capital equally and will share profit or loss based on same ratio. We will start our business plan, it will be presented more details about this business including it's potential in the future. De' Nada Air is a one business that will provide food and service for airlines passenger. Our target market are the people around the world. We open our company at Sepang KLIA in the MAS area for easier us to establish this company. The environment factors for example, transportation and the supply of the raw material also make us want to open our business in this area. We also confident that we can success in the this field as we got the experiment in the catering industry..... insyaallah



## **CHAPTER 2: PURPOSE OF PREPARING BUSINESS PLAN**

1. Business plan is important to make sure our business become perfectly.
2. Based on the information collected and analysis in earlier, involves planning how will operate each element of business.
3. Preparing a business plan will give an insight into the planning process. This process itself that is important to the long-term health of a business and not simply the plan that come out of it.
4. Business is dynamic as are the commercial and competitive environment in which they operate.
5. No one expect every event as recorded on a business plan to the occur as predicted, but the understanding and knowledge created by the process of business planning will prepare the business for any changes that it may faced and so enable it to adjust quickly.

## TABLE OF CONTENTS

BIL.	TOPIC	PAGES
1.	INTRODUCTION	1
2.	PURPOSE OF PREPARING BUSINESS PLAN	2
3.	BACKGROUND OF THE BUSINESS	4
4.	BACKGROUND OF PARTNERS/ SHAREHOLDER	5
5.	LOCATION OF PROJECT	10
6.	THE ORGANIZATION PLAN	13
7.	THE MARKETING PLAN	25
8.	THE PRODUCTION/ OPERATION PLAN	41
9.	THE FINANCIAL PLAN	59
10.	JUSTIFICATION	69