

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN
BANANA MILK DELICIEUSE ENTERPRISE



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SEMESTER	:	MAC – AUGUST 2021
SUBMISSION DATE	:	12 TH . JULY – 15 TH . JULY 2021

COVER LETTER

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En. Mohd Harris Ridzuan Ooi Bin Abdullah
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Faculty of Business Management,
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Pulau Pinang Permatang Pauh Campus,
13500 Bukit Mertajam,
Pulau Pinang.

13th JULY 2021

Dear Sir,

SUBMISSION OF BUSINESS PROPOSAL

According to the title above, we are from Banana Milk Delicieuse Enterprise have finished our business plan for completed the need of the ENT 300 subject and would like to submit for your analysis, evaluation and references.

2. The business plan included the most critical aspects for a new business venture, such as the business plan profile and goals of the organization, which included administration, marketing, operational, and financial plans. All of the factual information was collected through discussion. These are our business partners at Banana Milk Delicieuse Enterprise, and our address is listed below:

3. Details of the partners are in following:

1. Nadia Nabela Binti Abdullah
2. Siti Musliha Binti Mustapha
3. Nurain Binti Md.Khairul Khadi
4. Nurul Hayani Binti Rosseli
5. Natasha Amirah Binti Abdul Rahman

4. Business Address:

Seksyen 3, 10, Jalan Bandar Puteri Jaya 3/2, Bandar Puteri Jaya, 08000 Sungai Petani, Kedah.

We hope that our business plan will satisfy your requirement for our subject, Fundamental of Entrepreneur (ENT300). We fully appreciate any comments or remarks on our project so that we can improve ourselves and the business plan as well. We also expect that people who are interested in doing business can profit from our business plan.

Your Faithfully,



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(NADIA NABELA BINTI ABDULLAH)
(GENERALMANAGER)

TABLE OF CONTENTS		PAGES
EXECUTIVE SUMMARY		
1.0 INTRODUCTION:		
1.1 Business Description		
1.2 Owner Description		1-10
2.0 ADMINISTRATION PLAN		
2.1 Business Vision, Mission & Objectives		
2.2 Organization chart		
2.3 Administration personnel		
2.4 List of Office Equipment		
2.5 List of Office Furniture and fittings		
2.6 Administrative Budget		11-19
3.0 MARKETING PLAN		
3.1 Marketing objectives		
3.2 Product or service description		
3.3 Target Market		
3.4 Market Trend & Market Size		
3.5 Competition – strength & weakness of competitors		
3.6 Market Share		
3.7 Sales Forecast		
3.8 Marketing Strategy (product, price, place, promotion)		
3.9 Marketing personnel (if appropriate)		
3.10 Marketing Budget		20-31
4.0 OPERATION PLAN		
4.1 Operations Objectives		
4.2 Process Planning		
4.3 Operations Layout		
4.4 Capacity Planning		
4.5 Material Planning		
4.6 Machines and Equipment Planning		
4.7 Manpower Planning (if appropriate)		
4.8 Overheads Requirement		
4.9 Location (production site)		32-41

EXECUTIVE SUMMARY

This business is based on partnership, where it consists of five members who hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager, and Financial Manager. Capital of our business is 150,000 thousands.

Banana Milk Délicieuse is the only product we sell at our company Banana Milk Délicieuse Enterprise. Our company is located at Seksyen 3, 10, Jalan Bandar Puteri Jaya 3/2, Bandar Puteri Jaya, 08000 Sungai Petani, Kedah. Banana Milk Délicieuse Enterprise is a company that focus on a nutritious and fresh drink made from banana fruits. Banana is one of Malaysia local fruit and suitable to be eaten while dieting. Banana has its own nutrients and has a delicious taste. Thus, that's why we produced banana milk with a tasty flavor, rich in nutrients, have no added sugar and also can give people instant energy when they drink it.

In addition, our business target market is 50% female and 50% male as this product can be enjoyed equally for both gender and it has no gender specification, and also we target peoples which is aged around 14 to 55 years old as our product is healthy and can be consumed for every level of ages. Our product advantages is it is sold with affordable price and the naturally sweet bananas give the milk a delicious and sweet taste. Meanwhile, it have health advantages. The simple steps and ingredients also give many advantages to us and we are very sure that our product can be easily developed and spread in the market without any obstacles.

With capital that come from us, we hoping that our company Banana Milk Délicieuse Enterprise is able to achieve great demands from customers. We are very happy if we make our company a well-known established and satisfy the customers with our product quality. This also will be achieved by the full cooperation and efforts among the partners.