



**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**ADVENTURE FOODIE**

**PREPARED BY:**

<b>NO.</b>	<b>NAME</b>	<b>UiTM ID NO</b>	<b>GROUP CODE</b>
1	Norizzati Aqilah Binti Ali	2019447504	P2HS1144A2
2	Nurul Syazwani Binti Sarudin	2019628412	P2HS1144A3
3	Nur Ain Syahirah Bt Mohd Zahri	2019873468	P2HS1144A2
4	Athirah Syamimi Binti Zaidi	2019647588	P2HS1144A2

**PREPARED FOR:**

<b>LECTURER'S NAME</b>	:	<b>PUAN SHAIRA ISMAIL</b>
<b>SEMESTER</b>	:	<b>MAC – AUGUST 2021</b>
<b>SUBMISSION DATE</b>	:	<b>12<sup>TH</sup> JULY – 15<sup>TH</sup> JULY 2021</b>

Adventure Foodie  
Diploma in Physiotherapy,  
Universiti Teknologi MARA (UiTM),  
Campus Bertam,  
Pulau Pinang.

---

Madam Shaira binti Ismail

Lecturer of Fundamental of Entrepreneurship (ENT300)  
Faculty of Business and Management  
UiTM Pulau Pinang.

12 JULY 2021

Dear Madam,

**SUBMISSION OF THE BUSINESS PLAN (ENT 300)**

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. Regarding the business that we wish to venture is particularly manufacturing and selling the Self-Heating MYMeal located in Pusat Bandar Seberang Jaya, Pulau Pinang. Our company's name is Adventure Foodie. Our business is a partnership set up with the following business partners and address:

Partners:

NO.	NAME	UiTM ID NO
1	Norizzati Aqilah Binti Ali	2019447504
2	Nurul Syazwani Binti Sarudin	2019628412
3	Nur Ain Syahirah Bt Mohd Zahri	2019873468
4	Athirah Syamimi Binti Zaidi	2019647588

Business address:

S32 2nd Floor, Sunway Carnival Mall, 3068 Jalan Todak, Pusat Bandar Seberang Jaya,  
13700 Seberang Jaya, Pulau Pinang.

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT 300). We also hope that our business plan can provide some benefits to the other people as a reference material for the future.

Sincerely,

*Syazwani*

---

Nurul Syazwani Binti Sarudin  
Administrative Manager

*Syahirah*

---

Nur Ain Syahirah Bt Mohd Zahri  
Marketing Manager

*Athirah*

---

Athirah Syamimi Binti Zaidi  
Operational Manager

*Izzati*

---

Norizzati Aqilah Binti Ali  
General/ Financial Manager



## **EXECUTIVE SUMMARY**

Adventure Foodie is a self-heating MYMeals located at S32 2nd Floor, Sunway Carnival Mall, 3068 Jalan Todak, Pusat Bandar Seberang Jaya, 13700 Seberang Jaya, Penang. We pick this location as it is a well-known place, and everyone has access to it. Our business focus on selling halal traditional foods, mainly Nasi Lemak with Chicken Rendang, Beef Rendang with Pilafrice, Chicken Masak Merah with Tomato Rice and Lamb Kuzi with Hujan Panas Rice at a reasonable price.

Adventure Foodie is a food selling company. It is a premium product ready to eat. What makes our product so special. This food is made because it is also very useful for the travellers who want to camp. Our product is the ideal solution since it is portable, self-heating and affordable to buy. You'll want these meals even if you don't travel.

Adventure Foodie is the perfect solution since our product is self-heating, portable and affordable, even if you don't explore the world. We are made of the highest quality ingredients, patented packaging systems and lightweight materials so that, at the end of this tiring day, you can have a hot delicious meal anytime.

Adventure Foodie is heated using our own heating technology to heat food, which is non-toxic. The food itself is in a sealed package and does not actually touch the fluids in the bag. Any fluid you have can therefore help you cook your food, which is completely easy!!

Adventure Foodie is a partnership business, and it will begin to operate on 1st January 2022. We choose this business because there are not a lot of competitors yet and it can expand future expectation.

This business has a good future prospect because for the coming 10 years, we expect that we will have stable and strong management within the company that can generate more profit by not ignoring our quality. We expect Self-Heating MYMeal based company all this can be achieved first in Malaysia.

We will also be introducing many new products to open up Malaysian eyes. This 10 years plan will provide us with more income and will also make Malaysia known worldwide and make the world believe that Malaysians can do best.