



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



East Bite

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TABLE OF CONTENTS

PAGE NO.

| | |
|---|----------|
| EXECUTIVE SUMMARY | 5 |
| CHAPTER 1: AN INTRODUCTION OF THE BUSINESS VENTURE | |
| 1.0 Business Profile | 6 |
| 1.1 Purpose of Business Plan | 7 |
| 1.2 Partners Background | 8 |
| 1.3 Vision and Mission | 13 |
| 1.4 Objectives | 13 |
| 1.5 Product Descriptions | 14 |
| CHAPTER 2: MARKETING PLAN | |
| 2.0 Market Area | 16 |
| 2.1 Target Market | 16 |
| 2.2 Market Size | 17 |
| 2.3 Market Share | 18 |
| 2.4 Yearly Sales Forecast | 19 |
| 2.5 Marketing Strategy | 20 |
| 2.6 Marketing Budget | 23 |
| CHAPTER 3: OPERATION PLAN | |
| 3.0 Process Planning | 24 |
| 3.1 Operational Layout | 24 |
| 3.2 Material Planning | 26 |
| 3.3 Machine and Equipment Planning | 29 |
| 3.4 Overheads Requirement | 30 |
| 3.5 Manpower Planning | 31 |
| 3.6 Business and Operations Hours | 31 |
| 3.7 Operations Budget | 32 |
| 3.8 Implementation Schedule | 32 |

EXECUTIVE SUMMARY

East Bite is a business that makes and sells lekorball with mozzarella cheese for RM20.00/850g. We are operated in Georgetown, Penang with a total target market 52 196 people. Cost price of lekorball with mozzarella cheese is RM7.93175. The average production per day is 64 packs with two workers. East Bites's organizational chart is structured according to functions which are general manager at the top, followed by other managers; marketing manager, operation manager, administrative manager and financial manager. The East Bite logo business that contains coconut fronds and fish represent our main business and future planning. Three financial analysis ratio graphs of East Bite showed deterioration, however, our business is still at a green level as our liabilities did not surpass the profits. In addition, East Bite is still a small business who are looking for their own pace and learning to

become the best maker and seller.

CHAPTER 1: AN INTRODUCTION OF THE BUSINESS VENTURE

1.1 BUSINESS PROFILE

| | | |
|----------------------------|---|--|
| Business name | : | East Bite |
| Business nature | : | Manufacturer |
| Business main activity | : | Lekorball with mozzarella cheese frozen maker and seller |
| Business entity | : | Partnership |
| Business opportunity | : | - Introducing a new lekor taste by using mozzarella as a filling to customers. |
| Business prospects | : | Produce various types of lekor fillings such as blackpepper or rojak sauce inside and lekor shape such as long or “lekor nipis” under East Bite. |
| Location | : | Georgetown, Pulau Pinang |
| Business address | : | 2 Storey Shop/Office, Off Jalan Transfer, 2 Storey Shop/Office, Off Jalan Transfer, Georgetown |
| Business registration date | : | 19 June 2021 |
| Business operation date | : | January 2022 |
| Business email | : | goldeneastbite@gmail.com |
| Business contact number | : | +604-5369127 |
| Website/social media | : | www.goldeneastbite.com |

1.1 PURPOSE OF BUSINESS PLAN

- 1) **To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.**

This business plan is detailed about the management of the company, including its strategies and prospects. With this plan, we are able to forecast the future of our business in terms of sales, revenue and customer retention.

- 2) **As a guideline for managing the business**

This business plan provides us, the business owner and partner, with the guideline of daily procedure and the system used in the business to operate. This guideline allows us to maintain our operating system and keep to the guideline to produce an exact number of products.