

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



F&E FOOD DELIVERY

PREPARED BY

NO.	NAME	UITM ID NO	GROUP CODE
1.	NUR HANIS AMIRAH BINTI AHMAD ZAMRI	2019643806	P2HS1144A2
2.	SYED MUHAMMAD ADLI KHAN	2019812468	P2HS1144A2
3.	AZMAN ARIFF BIN AHMAD MUSTAPHA	2019295988	P2HS1144A2
4.	MUHAMMAD MUIZZUDIN BIN ABD RAZAK	2019409168	P2HS1144A1

PREPARED FOR

LECTURER'S NAME	:	PUAN SHAIRA ISMAIL
SEMESTER	:	MAC – AUGUST 2021
SUBMISSION DATE	:	12 TH . JULY – 15 TH . JULY 2021

TABLE OF CONTENTS	
EXECUTIVE SUMMARY	4
1. INTRODUCTION	6
1.1 Introduction Business	7
1.2 Purpose of Business Plan	7
1.3 Business Partner Background	8
1.4 Business Location	14
2.0 Administration Plan	
2.1 Introduction Organizational Plan	16
2.2 Organizational Chart	17
2.3 Administration Personnel	17
2.4 List and Task Responsibilities of Administration Personnel	18
2.5 Schedule Remuneration	20
2.6 Compensation and Benefits	20
2.7 List of Office Equipment	21
2.8 List of Office Furniture & Fittings	21
2.9 Administration Budget	22
3.0 Marketing Plan	
3.1 Objective	24
3.2 Service Description	24
3.3 Target Market	25
3.4 Market Trend & Market Size	27
3.5 Market Share	28
3.6 Competition	29
3.7 Sales Forecast	29
3.8 Marketing Strategies	30
3.9 Marketing Budget	31

Executive summary

F&E FOOD DELIVERY is a newly operated business in Petaling Jaya. The name F&E represent "Fast and Efficient" which is also our company's motto. Align with our motto, we want our customers to get their order fast by offering a quality rider who do their job efficiently. We provide training session to our rider and prepared them to be reliable and efficient. F&E offer a food delivery service to the community during this pandemic to make it accessible and convenient to our consumers. Our company focus on quality and our service is the cheapest among competitors. We only charge RM12 to our partners which is business owners from many restaurants. Not just that, our partners will get benefit from this because they will earn more compared to what they sell offline. With this, our service not only benefit us, but the customers, the public, and the business owners. Also, our location is very strategic because it is located near big malls, shops lot, residential area and campuses. The location is present with our target market which is individuals aged 15-54 years old. Our company runs by 4 manager which general manager, marketing manager, operation manager and financial manager. Not to forget our company also hired a clerk to do general works. Finally, we feel that our business financial statement will enable us to fulfill our business aim. We are confident that the positive people perception of our service will expand because of our company's great performances, which focus on precision and quality.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

1. Name of the business	F&E Food Delivery
2. Business Legal Entity	Partnership
3. Nature of Business	Providing Services
4. Business Location	Pjs 10/2, bandar sunway, 47500 Petaling Jaya
5. Date of Commencement	20 June 2021
6. Factor Selecting Proposed Business	<ul style="list-style-type: none">• High Demand• High market size• High socioeconomic status
7. Future Prospect Business	<ul style="list-style-type: none">• To be one of the well-known brands for food delivery in Petaling Jaya in 2 years.• Can deliver to other district in 3 years. Business deals will provide more profit to our partners.

1.4 BUSINESS LOCATION

1.4.1 Factors Influencing Choice of Business Location

We chose Bandar Sunway as a strategic location because it is close to malls, schools, colleges, hospitals, restaurants, houses, and the main road, where more people who use the road will notice our service. Aside from that, this location is well-known among both locals and tourists. The landlord has offered us RM500,000 to purchase the building. It is the most excellent value considering that it is in a high-traffic area, where most of the buildings can reach to 1 million and above.

1.4.2 Office Location

