

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
POPCORNLICIOUS ENTERPRISE



PREPARED BY

NO.	NAME	UITM ID NO	GROUP CODE
1.	NURUL AIN NAZUHA BINTI MOHD RADZI	2019244338	PHM1114F1
2.	PUTERI NUR HANA BINTI MEGAT MUHAMMAD AMINUDIN	2019457944	PHM1114F1
3.	SITI RAHIMA WAHIDAH BINTI RAMDHAN	2019226838	PHM1114F1
4.	WAN NURIFFAH BINTI WAN NOOR AMIZI	2019202506	PHM1114F1
5.	AIDA AIREENA BINTI ZULKIFLEE	2019410998	PHM1114F2

PREPARED FOR

LECTURER'S NAME	:	MOHD HARIS RIDZUAN OOI ABDULLAH
SEMESTER	:	MARCH – AUGUST 2021
SUBMISSION DATE	:	6 th AUGUST, 2021

COVER LETTER

Diploma Tourism Management,
Faculty of Hotel and Tourism Management,
Universiti Teknologi MARA,
Permatang Pauh Campus,
13500 Permatang Pauh,
Pulau Pinang.

En. Mohd Ridzuan Ooi Abdullah,
Lecture of Fundamental of Entrepreneurship (ENT300),
Faculty of Business Management,
Universiti Teknologi MARA,
Permatang Pauh Campus,
13500 Permatang Pauh,
Pulau Pinang.

6th AUGUST 2021

Dear Sir,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, Popcornlicious Enterprise would like to submit our business plan for your analysis, evaluation, and references. These are Popcornlicious Enterprise business partners and our business address are mention below:

2. Details of the partners are as followed:

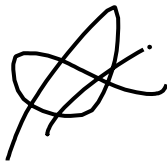
1. Nurul Ain Nazuha Binti Mohd Radzi
2. Aida Aireena Binti Zulkiflee
3. Wan Nuriffah Binti Wan Noor Amizi
4. Siti Rahima Wahidah Binti Ramdhan
5. Puteri Nur Hana Binti Megat Muhammad Aminudin

3. Business Address:

41, Jalan Todak 6, 13700 Perai, Seberang Jaya, Penang

We hope that our business plan will satisfy your requirement for our subject, Fundamental of Entrepreneur (ENT300). We also hope that our business plan will give some benefits to those who are interested in business venture.

Yours Faithfully,



.....

(NURUL AIN NAZUHA BINTI MOHD RADZI)

GENERAL MANAGER

TABLE OF CONTENTS	PAGE
EXECUTIVE SUMMARY	i
1.0 INTRODUCTION 1.1 Business Description 1.2 Owner Description	1-9
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 Furniture & Fittings 2.6 Administration Budget	10-15
3.0 MARKETING PLAN 3.1 Marketing Objectives 3.2 Product Description 3.3 Market Segmentation 3.4 Market Trend & Market Size 3.5 Competition 3.6 Market Share 3.7 Sales Forecast 3.8 Marketing Strategy 3.9 Marketing Budget	16-23
4.0 OPERATIONAL PLAN 4.1 Operations Objective 4.2 Process Planning 4.3 Operation Layout 4.4 Production Planning 4.5 Material Planning 4.6 Machines and Equipment Planning 4.7 Overhead Requirement 4.8 Location (Production Site) 4.9 Operational Budget	24-31
5.0 FINANCIAL PLAN	32-42
6.0 BUSINESS MODEL CANVAS (BMC)	44
7.0 CONCLUSION	46
APPENDICES	47-50

EXECUTIVE SUMMARY

Our Mission

In both domestic and international market, Popcornlicious Enterprise aims to serve our new and exclusive product with variety of taste that can be enjoyed by anyone at any time.

The Company and Management

Popcornlicious Enterprise is located at 41, Jalan Todak 6, 13700 Seberang Jaya, Penang. Popcornlicious Enterprise is a partnership-based business consisting of five partners. Each holding the position of General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Business capital amounting RM45,853 was contributed by the partners to start the business.

Our Product

Our business focuses on producing and selling popcorn. Our signature product named Popcornlicious' Bread Popcorn makes us different from any other popcorns sold by our competitors. Instead on corn kernel, the said popcorn is made using bread. We only use premium quality ingredients for our popcorn. Even so, the price is set to be affordable to everyone. The bread popcorn is a simple but filling snacks, suitable for anyone who wants to grab a quick bite to lessen hunger.

Our Competitive Advantages

- Our signature bread popcorn makes us different from any other popcorns sold by our competitors. Popcorns are usually made using corn kernel. However, ours are made using bread.
- Our business location is strategically located in Seberang Jaya City Centre and Sunway Commercial Centre. Our shop is surrounded by nearby shopping malls, eateries, banks, and many other facilities and service providers.