



UNIVERSITI TEKNOLOGI MARA
KAMPUS NEGERI SABAH

BASIC ENTREPRENEURSHIP
ETR 300

CHENDOL-CHENDOLAN TRADER

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APRIL 2011

TABLE OF CONTENT

HAKMILIK
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<u>TITLE</u>	<u>PAGE</u>
List of content	i-ix
Letter of submission	1-2
Executive summary	3-4
Acknowledgement	5
1.0 Introduction	6-7
1.1 Company background	7
1.2 Company logo	8
1.3 Owner's background	9-13
1.4 Partnership agreement	14-19
1.5 Location	20-21
 ADMINISTRATION PLAN	
2.1 Introduction	23
2.1.1. Business vision	24
2.1.2 Business mission	24
2.1.3 Business objectives	24

LIST OF TABLES

<u>CONTENT</u>	<u>PAGE</u>
Table 2.1 List of administration personnel	26
Table 2.2 Schedule of task and responsibilities	27-29
Table 2.3 Working hours	29
Table 2.4 Schedule of remuneration	30
Table 2.5 Employees incentive scheme	31
Table 2.6 Label of layout	32
Table 2.7 List of office equipment	33
Table 2.8 List of administrative budget	34
Table 3.1 Strengths and weaknesses of competitors	43-44
Table 3.2 Chendol-Chendolan Trader SWOT analysis	44
Table 3.3 Sales forecast January to December	45
Table 3.4 List of personnel	49
Table 3.5 List of marketing budget	50
Table 4.1 Working hour per week	54
Table 4.2 Legends	58-59
Table 4.3 List of personnel, task and responsibilities	59-60

LIST OF CHART

<u>CONTENT</u>	<u>PAGE</u>
Chart 2.1 Organizational chart	25
Chart 3.1 Market share of sales before enter	39
Chart 3.2 Market share of sales after enter	41
Chart 4.1 Operational chart	53

LIST OF PLATE

<u>CONTENT</u>	<u>PAGE</u>
Plate 1.1 Logo of Chendol-Chendolan Trader	8
Plate 1.2 Chendol-Chendolan Trader's building	20
Plate 1.3 Location of Chendol-Chendolan Trader	21
Plate 2.1 Layout of Chendol-Chendolan Trader's building	32
Plate 3.1 Business card	48
Plate 3.2 Banner (signboard)	48
Plate 4.1 Operational layout (lorry)	71
Plate 4.2 Building layout (kitchen)	71



EXECUTIVE SUMMARY

Chendolan- Chendolan Trader is a new set up manufacturing firm that manufacture very own cendol. The specialities of Chendol-Chendolan Trader are selling variety of cendol and operate the business in the concept of mobile concept. Chendol-Chendolan trader is scheduled to begin the operations on January 2, 2012. Chendol-Chendolan will be partnerships which are consist of five partners. There are consist of Mohd Shahari bin Saidali, Aydil Fazni bin Nurdin, Mohd Sadre bin Mohd Sarip, Zulhilmi bin Munir and Mohd Fakhruddin bin Amat Javavi

Location of office for the Chendolan-Chendolan Trader will be at the Alamesra and for the operating location will be five different areas which are Indah Permai, Tanjung aru, Gaya Street, Jalan Pukat Tanah and KPD.

Chendol-Chendolan Trader will target their market specific in the Kota Kinabalu. Chendol-Chendolan Trader will divide their target market based on geodemographic segmentation. This segmentation consist of students, household and local visitors. In term of market size, Chendol-Chendolan Trader estimated 15% of the 205,000 will be potential customers. Market strategies of Chendol-Chendolan Trader will be implementing 4P concepts which are product, pricing, promotion and place strategy.

For the operating plan, Chendol-chendolan trader will start operates from 10am until 6 pm from Monday to Thursday and from 8am until 6pm on Saturday and Sunday. Chendol-Chendoalan will provide variety taste of cendol that will serve to the customer. For the starting of the business, Chendol-Chendolan Trader will prepare five types of taste. There are consist of 'cendol milo', 'cendol aiskrim', 'cendol fruit cocktail', 'cendol smarties' and 'cendol longan'.