



ChocoMelt

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

PREPARED BY:

FACULTY & PROGRAMME : **FACULTY OF BUSINESS AND MANAGEMENT**

SEMESTER : **OCT 2020 - FEB 2021**

GROUP MEMBERS :

- MOHAMAD HANIFF BIN HAMID (2018241182)**
- ABDUL RAZI BIN ABDUL RASHID (2018293604)**
- MUHAMMAD ERMIRUL BIN KAMARULHISHAM (2018257274)**
- MOHAMAD HASIFIUDDIN BIN MOHAMAD RIZAL (2018661658)**
- MOHAMMAD AMIRUL IRFAN BIN ZURINI (2018636424)**
- KHAIRUL ASYIQ AQLI BIN KHAIRUL AZMI (2018842834)**

GROUP : **N5BA1195D**

PREPARED FOR:

PUAN FARRAH NADIA BINTI BAHARUDDIN

SUBMISSION DATE : (WEEK 14)

Acknowledgment

First off all, Alhamdulillah finally we are finish and complete this assignment which is to make a business plan report within the time that have been given by our lovely lecturer which is madam Farrah Nadia. Gratefully, from this assignment we are learning much things such as how to prepare business plan and what actually the functions of business plan.

Besides that, we also want to thankful to our lovely lecturer and also my friend or who in one way or another shared their morally, support, and always helping us until we can finish and complete this assignment. To our lovely madam, thank you of your consideration about giving the due date until we can make and finish this assignment in well.

Above all, grateful to ALLAH S.W.T which the Great Almighty, the author of knowledge and wisdom, for his countless love. Thank you.

Table of Content	
Executive summary	6
1. Introduction	
1.1 Introduction of business.....	7
1.2 Purpose.....	8
1.3 Business background.....	9
1.4 Partner’s background.....	11
1.5 Business location.....	17
2. Organization plan	
2.1 Introduction to organization.....	18
2.2 Organization structure.....	19
2.3 Administrative manpower planning.....	19
2.4 Schedule of task and responsibilities.....	20
2.5 Schedule of remuneration.....	23
2.6 List of furniture and fitting.....	24
2.7 List of equipment	25
2.8 Administrative budget.....	26
3 Marketing plans	
3.1 Introduction to marketing.....	28
3.2 Product and service description.....	28
3.3 Target market.....	29
3.4 Market size.....	30
3.5 Competitors.....	33
3.6 Market share.....	36
3.7 Sales forecast.....	37
3.8 Marketing strategy.....	39
3.9 Marketing manpower planning.....	40
3.10 Schedule of task and responsibilities.....	41
3.11 Schedule of remuneration.....	42
3.12 Marketing budget.....	43
4. Operation Plan	
4.1 Introduction of operation plan.....	44
4.2 Operations process.....	45
4.3 Operations lay out.....	47
4.4 Production planning.....	48
4.5 Operation manpower planning.....	49

4.6 Schedule of task and responsibilities.....	50
4.7 Material planning.....	52
4.8 List of machine and Equipment planning.....	55
4.9 Business and operation hour.....	57
4.10 License, permit and regulation.....	57
4.11 Operation overheads.....	57
4.12 Operation budget.....	58
4.14 Implementation Schedule.....	59
5. Financial Plan	
5.1 Project implementation	60
5.2 Source of finance.....	60
5.3 Hire purchase repayment schedule.....	61
5.4 Noncurrent asset depreciation schedule.....	62
5.5 Pro- forma cash flow statement.....	64
5.6 Pro-forma profit and loss.....	65
5.7 Pro-forma balance sheet.....	66
5.8 Financial analysis ratio.....	67
5.9 Graphs.....	68
Conclusion.....	69
References.....	70

EXECUTIVE SUMMARY

The purpose of this business plan is to provide a thorough insight on the initial development of ChocoMelt Sdn. Bhd. This business plan explains our organizational, marketing, operational and financial plans, which includes our main business activities, goals and objectives, organizational structure, and budgets for administration, operation and marketing purposes. Schedules for hire purchase repayment and non-current asset depreciation, as well as pro formas for cash flow, profit and loss, and balance sheet are also described, along with a set of financial ratio analysis.

Our mission is to provide delicious snacks called "chocojars" to consumers regardless of their age, ethnicity and income. We ensure our products can be bought at an affordable and reasonable price, with ease of availability by selling them through both social media and wholesalers.

ChocoMelt Sdn. Bhd. is currently headquartered at Taman Sri Subang, Petaling Jaya in the state of Selangor. The company is owned via a partnership of five partners, which are Mohamad Hanif bin Hamid, Abdul Razi bin Abdul Rashid, Muhammad Ermyrul bin Kamarulhisham, Mohamad Hasifiuddin bin Mohamad Rizal, Mohammad Amirul Irfan bin Zurini, and Khairul Asyiq Aqli bin Khairul Azmi. Our partners have their own responsibilities in the management, which were assigned based on their unique expertise.

Through our market research, we found that the chocojar market has been quite doing well over the last few years. As such, a strong business competition is bound to occur, and ChocoMelt Sdn. Bhd. is prepared to achieve higher sales in the market. Based on our market size, we projected our sales to be RM 160,000 for the first year of business. We plan to gain customers through social media, via advertisements and various promotions.