



اَوْنِفُوْسِيَّتِي بَاتِيكِنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



FIT BITE CORPORATION

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300) : BUSINESS PLAN REPORT

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING STUDIES (BA119)

SEMESTER : OCTOBER 2020 – FEBRUARY 2021

GROUP : N5BA1195C

GROUP MEMBERS	STUDENT ID
NUR NADHIRAH BINTI TAHAR	2018407556
FATIN NOR ATHIRA BINTI ROZAINOOR	2018428606
NUR SYASYA KAMILIA BINTI KAMARUZAMAN	2018432704
NUR ASYIQIN BINTI ANUAR	2018429582
DANIA SARAYA BINTI MUHAMED SHAMSUL ANUAR	2018407028

PREPARED FOR:

MADAM FARRAH NADIA BINTI BAHARUDDIN

SUBMISSION DATE: 22 JANUARY 2021

ACKNOWLEDGEMENT

First and foremost, we would like to thank Allah S.W.T for giving us the courage to complete this assignment successfully. Furthermore, special thanks to our parents and family members who keep on giving us endless support in order for us to complete this assignment. Moreover, we would like to express our sincere gratitude to our beloved lecturer, Madam Farrah Nadia Binti Baharudin for giving us a lot of guidance and advice to complete this assignment on time especially during this Online Distance Learning (ODL). Without her kindness, we will not be able to successfully complete this business plan.

Furthermore, we would like to thank all the members of our group that have always been committed to make this assignment a success regardless how difficult it was. A lot of time has been spent together to complete this task. Without the efforts and cooperation from them, this assignment would be impossible to complete. Besides, we would like to thank our classmates who supported and shared their knowledge of this assignment with us.

Last but not least, we would also like to extend our deepest gratitude to those who guided us directly or indirectly during the completion of this assignment. We are very thankful for the effort and support that they have given to us until we have completed this assignment.

TABLE OF CONTENTS

COVER LETTER	1
ACKNOWLEDGEMENT	3
LIST OF FIGURES	7
LIST OF TABLES	8
EXECUTIVE SUMMARY	9
1.0 INTRODUCTION	11
1.1 About the business.....	12
1.2 Purpose of business plan.....	13
1.3 Business background.....	14
1.3.1 Business logo	15
1.4 Partners' background	16
1.5 Business location	21
2.0 ADMINISTRATIVE PLAN	23
2.1 Introduction to the organization	24
2.2 Organizational structure	25
2.3 Administrative Manpower Planning	26
2.4 Schedule of tasks and responsibilities	27
2.5 Schedule of remuneration	29
2.6 Compensations and benefits.....	30
2.7 List of office furniture and fittings.....	31
2.8 List of office equipment	32
2.9 Administrative budget.....	33
3.0 MARKETING PLAN	34
3.1 Introduction to marketing.....	35
3.2 Product description	36
3.3 Target market.....	38
3.4 Market size.....	39
3.5 Competitors.....	40
3.6 Market share	41
3.7 Sales forecast	43
3.8 Marketing strategy.....	44

EXECUTIVE SUMMARY

Fit Bite Corporation is a business that offers with variety of healthy food menus for Malaysians. Furthermore, the demand for healthy food has risen as consciousness of obesity among Malaysia has grown and more people are afraid of obesity. This caused many people are opting for a healthier lifestyle and diet. Therefore, our company has chosen to take this chance to introduce a healthy food product to Malaysians.

Fit Bite Corporation is a partnership-based business formed by five partners consisting of five female employees. Furthermore, each of the partners will perform different roles in the management of this company such as general manager, administration manager, marketing manager, operational manager as well as financial manager. In addition, our mission is to serve Malaysians the best healthy and nutritious food while also inspire and help them to keep their body healthy and fit. On top of that, our vision is to make Fit Bite the most inspired food firm that will help the communities embrace a new understanding of health and happiness, committed to build a good relationship with customers as well as to create a fit society for the better future.

Our business is situated at Dataran Centrio, Seremban 2 which located at 26, Pusat Dagangan 2, Jalan S2 B15, Seremban 2, Negeri Sembilan, Darul Khusus. We agreed to choose this location because the demand for healthy food in this town is high but the accessibility is very limited. Moreover, this location is very strategic as it is located in the centre of a huge residential area, school area and very close to a big mall.

On top of that, our products are classified into three types of meal which are Weight Loss Meal, Well-Balanced Meal as well as Muscle Mass Meal. Moreover, each of this meal has its own specializations and benefits for our customers. Other than that, each of these types of menus consists of two different sets of meals that our customers can chose from and all of the prices for our meals range between RM13 and RM18. We provide nutritionally balanced, high protein and calorie-controlled meals that are designed for people who want to lose weight, build muscle as well as for people who want to eat healthy food without having to worry about how to prepare it.

Last but not least, our business also provides two main options for customers to purchase their food by going to our store or to get their food from online applications such as Foodpanda, GrabFood and our own official website. Thus, this would allow our business to grow up and expand into a larger form of business in the future.