



HAUSBABE Beverage & Co.

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300/ETR300):
BUSINESS PLAN**

PREPARED BY:

FACULTY & PROGRAMME : **FACULTY OF BUSINESS MANAGEMENT (BA119)**
SEMESTER : **SEPT 2020 - JAN 2021**
GROUP MEMBERS : **IVAN AMAR BIN NORAZMIN (2018442586)**
: **MUHAMMAD DANIAL HAFIZ BIN YUNOS (2018696612)**
: **NUR ATIQA BINTI MOHD MUSTAPAH (2018442538)**
: **NUR FARAH IZZATI BINTI ZAMRI (2018229704)**
: **NUR IMAN SAFIAH BINTI MOHD SARAZIN (2018257214)**
: **NUR IZZ ERYSHA BINTI NORZAM (2018681064)**
GROUP : **N5BA1195D**

**PREPARED FOR:
MADAM FARRAH NADIA**

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TABLE OF CONTENT

No.	Content	Pages
	Executive Summary	6
1.0	INTRODUCTION	7
1.1	Introduction to the business	7
1.2	Purpose of the Business Plan	8
1.3	Company Background	9
1.4	Owners Background	10-16
1.5	Business Location	17
2.0	ADMINISTRATION PLAN	18
2.1	Introduction to the organization	18
2.2	Organizational structure	19
2.3	Administrative manpower planning	20
2.4	Schedule of tasks and responsibilities	21
2.5	Schedule of remuneration	22
2.6	Compensations and benefits	23
2.7	List of furniture and fittings	24
2.8	List of office equipment	23
2.9	Administrative Budget	23
3.0	MARKETING PLAN	24
3.1	Introduction to marketing	24
3.2	Product or service description	24-25
3.3	Target Market	26
3.4	Market Size	27
3.5	Competitors	28
3.6	Market Share	29
3.7	Sales Forecast	30
3.8	Marketing Strategy	31-34
3.9	Marketing Manpower Planning	35
3.10	Schedule of Task & Responsibilities	36
3.11	Schedule of Remuneration	37
3.12	List of office Furniture & Fittings	37

3.13	List of Office Equipment	38
3.14	Marketing Budget	38
4.0	OPERATIONAL PLAN	39
4.1	Process Planning	39-42
4.2	Operations Layout	43
4.3	Production Planning	44
4.4	Material Planning	45
4.5	Machine and Equipment Planning	46-47
4.6	Manpower Planning	47-48
4.7	Overhead Requirement	49
4.8	Total Operations Cost	49
4.9	Cost per Unit	49
4.10	Productivity Index	49
4.11	Business & Operation Hours	50
4.12	Operations Budget	50
5.0	FINANCIAL PLAN	51
5.1	Project Implementation Cost	51
5.2	Sources of Finance	52
5.3	Loan Amortization Repayment Schedule	53
5.4	Hire Purchase Repayment Schedule	53
5.5	Non-Current Assets Depreciation Schedule	54-57
5.6	Pro-forma cash Flow Statement	58-60
5.7	Pro-forma Profit and Loss Account	61-62
5.8	Pro-forma Balance Sheet	63
5.9	Financial Analysis	64-65
	5.9.1 Financial Ratio Analysis	64
	5.9.2 Graphs	67-69
6.0	Conclusion	70
7.0	References	71
8.0	Appendices	72

EXECUTIVE SUMMARY

Hausbabe is a company that produce a ready-to-drink beverages. It is going to be a boom company in Malaysia especially in food and beverages industry.

HausBabe is fully managed by Miss Nur Izz Erysha binti Norzam (founder of HausBabe) along with the team Ivan Amar bin Norazmin (administration manager), Nur Farah Izzati binti Zamri and Nur Iman Safiah binti Mohd Sarazin (sales and marketing manager, Muhammad Danial Hafiz bin Yunos (operational manager) and Nur Atiqah binti Mohd Mustapah (financial manager).

This business offered a healthy and delicious yogurt drink in variety of flavours. Obviously, this business is going to run in food and beverages industry (F&B). Benefits gain from the product is we can boost our sales as we fulfil the customer demands. We are very sure that this drink is going to hit a huge number of demands since it is a Muslim product and customer must feel proud to support local product.

Our target market is widely open to teens till baby boomers who love yogurt flavoured drink. Our price range is very affordable for those generation. This is one of the ways to build customer trust and loyalty. They surely going to fall in love with the taste of this yogurt drink. We have decided to start our business at Kuala Lumpur and specifically in Cheras.

HausBabe marketing strategy is to supply our product by using a platform that suit technological change. For example, we promote our product by using website, social media and mass media.

This business plan is made to serve the customer with an affordable yogurt drink as well as to fulfil the demand needs. This business arrangement also work as direction as this business is most likely have a huge chance and possible to develop a successful business in the industry. In this way, we can persuade banker, investor, shareholders to attract their support for the growth of our business.