



اَوْنِبُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**DEPARTMENT OF BUILT ENVIRONMENT STUDIES AND TECHNOLOGY
UNIVERSITY TECHNOLOGY MARA, CAMPUS SERI ISKANDAR**

ENT300: FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT

LECTURERS'S NAME: PN. HAFINI SUHANA BINTI ITHNIN

SUBMISSION DATE: 25 JULY 2021

BUSINESS NAME: THE SUSHI LOAF

CLASS: AP114 4L

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TABLE OF CONTENT

	<u>PAGE</u>
1.0 EXECUTIVE SUMMARY	4 - 5
2.0 BUSINESS DESCRIPTIONS	5
2.1 Organization Background	5
2.2 Organization Logo/ Motto	6
3.0 OWNER DESCRIPTIONS	7
4.0 PRODUCT/SERVICE DESCRIPTION	8
5.0 ORGANIZATIONAL/ ADMINISTRATIVE PLAN	9
5.1 Organization Chart	9
5.2 Manpower Planning	9
5.3 Schedule of Tasks and Responsibilities	9 - 10
5.4 Schedule of Remuneration	10
5.5 List of Office Equipment	11
5.6 Organizational /Administrative Budget	11
6.0 MARKETING PLAN	
6.1 Customers	12 - 14
6.2 Sales Forecast	14
6.3 Marketing Strategies	15 - 19
6.4 Marketing Budget	19
7.0 OPERATION PLAN	
7.1 Material Requirements	20

1.0 EXECUTIVE SUMMARY

A few weeks ago, Universiti Teknologi Mara (UiTM) students were assigned to create a Business Model Canvas (BMC), with 5 students per group. Aside from that, we run a food-based business as a partnership. We've decided as an organization to sell Sushi Loaf as our business's product. In fact, Sushi Loaf is the most out selling product that have attracting a lot of peoples' due to its uniqueness and taste.

Sushi loaf is the kind of food where it is a sushi is wrapped up with bread. In addition, there also various type of in-fill such as meat slice, chicken slice, sausages and filament crab stick. Moreover, most of our customers prefer chicken slice because it is juicy and tender. In fact, the demand of our sushi loaf is so high especially on the weekend compare to weekdays and around 5 pm in the evening is where our product has out of sold. Next, there are a few reasons why we decided to sell Sushi loaf for our BMC project. One of the reasons are the ingredients are easy to be get in the supermarket and the price is affordable. In addition, most of the people who is working does not have time to cook for their family, so we took a chance to sell our product from the morning until evening. In the end, we made the right decision by doing so.

Moreover, we are hoping for young adult to buy our product especially for those whose around 20 to 35 years old. Besides that, we also did not miss the opportunity to promote our product on the social media such as Facebook, WhatsApp, Instagram and twitter. Our product has received a warm feedback from the customers and they posted it on social media has successfully increased our demand. However, we also have a second backup plan if our main priority does not work. We will be selling ASSSSSHEDAPPP as our second product. ASSSSSHEDAPPP is a beverage that we made for our customers. There are few types of beverages such as Milk Tea, Green Tea and Thai tea. In fact, as an entrepreneur, second backup plan is really important for the business so that we will always be prepare if our plan has failed.

Last but not least, we are really hope that our business can be expand more in the future so that our product can be franchise. In fact, since the demand of our product is high, we might be producing new product for our business and hoping for locals to buy it.

2.1 Organization Background

No	Item	Information
1.	Name of the Organization	The Sushi Loaf
2.	Business Address	No. 1 Jalan Eka, <i>Horizon Hills</i> , Nusajaya, 79100 <i>Johor</i>
3.	Website/e-mail address	<ul style="list-style-type: none"> • Instagram/Tiktok/FB- sushIIOaf_meLetOPsS • Email- thesushilOaf@gmail.com
4.	Telephone Number	010-7668151
5.	Form of Business	sole proprietorship
6.	Main Activities	Selling The Sushi Loaf
7.	Date of Commencement	22 February 2021
8.	Date of Registration	1 Mac 2021
9.	Name of Bank	Hong Leong Bank
10.	Bank Account Number	19780351244

3.0 OWNER DESCRIPTIONS



Name Of Owner/Partners	Nur Laila Emelya Binti Abd Mutalib
Identity Card Numbers	010106010274
Permanent Address	No.26, Jalan Nusaria 10/20 Taman Nusantara,79200, Gelang Patah Johor
Correspondence Address	No.26, Jalan Nusaria 10/20 Taman Nusantara,79200, Gelang Patah Johor
E- Mail	nurlaila2001@gmail.Com
Telephone Number/Fax Number	013-7798151
Date Of Birth	6/1/2001
Marital Status	Single
Academic Qualification	Degree In Business Management
Course Attended	Business Course
Skills	Good at communicating with people and creative thinking
Experiences	Handling Business Regarding Food
Present Occupation	Businesswoman
Previous Business Experience	Stock Agent