



اَوْنِيُوْرْسِيْتِي تِيْكُوْلُوْكي مَارَا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

DIPLOMA IN PUBLIC ADMINISTRATION

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

GROUP ASSIGNMENT

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

TYPE YOUR TOPIC HERE

BUSINESS PLAN OF BAHULU LEGEND

PREPARED FOR:

PUAN NUR HAZELN BINTI MAT RUSOK

DATE OF SUBMISSION:

23 JANUARY 2021

PREPARED BY:

NO.	NAME	UiTM NO.
1.	NOR ATIKAH ASMAA BINTI ARIPEN	2018434656
2.	NURSHAHEERA FATINIAFZA BT ALIAS	2018276062
3.	NUR ADREANA SYAHILA BT MOHAMAD	2018434752
4.	NURUL FATIMAH BINTI SUHAIMI	2018655472
5.	NUR IZZAH BINTI MOHAMAD NASIR	2018409808

TABLE OF CONTENTS

ACKNOWLEDGEMENT	9
EXECUTIVE SUMMARY	10
PARTNERSHIP AGREEMENT	11
1.0 INTRODUCTION	14
1.1 Introduction of the Business.....	14
1.2 Purpose of Business Plan	14
1.2 Company Background.....	17
1.3 Partnership’s Background	19
1.4 Location of the Business	24
2.0 ADMINISTRATIVE PLAN	25
2.1 Introduction of organization.....	25
2.2 Organization Chart	26
2.3 Administration Personnel.....	27
2.4 Schedule of Task and Responsibilities.....	28
2.5 Schedule of Remuneration	29
2.6 Office Equipment and Supplies.....	30
2.7 Administrative Budget	32
2.8 Administrative Layout.....	33
3.0 MAKETING PLAN.....	35
3.1 Marketing Objectives.....	35
3.2 Determining Products	36
3.2.1 Product Description	37
3.3 Determining Target Market	37
3.4 Analysing Market Trend and Size	38
3.4.1 Market size.....	38
3.5 Assessing Competition.....	39
3.6 Forecasting Sale	41
3.7 Marketing Strategy.....	43
3.8 Marketing Personnel	45

4.0	OPERATION PLAN	46
4.1	Introduction.....	46
4.1.1	Objective of Operational Plan.....	46
4.2	Process Planning for Manufacturing.....	47
4.2.1	Production Symbols	47
4.2.2	Manufacturing Process.....	48
4.3	Operation Layout	50
4.4	Material Planning.....	51
4.5	Machine and Equipment	52
4.6	Overhead Requirement	54
4.7	Location Planning	54
4.9	Business and Operational Hours.....	54
4.11	Operation Budget.....	55
4.12	Implementation Schedule.....	55
5.0	FINANCIAL PLAN.....	56
5.1	Introduction	56
5.1.1	The Objectives of Financial Plan.....	56
5.1.2	Financial Strategies.....	56
5.1.3	The Importance Of Financial Plan.....	56
5.1.4	Schedule Of Task And Responsibility.....	56
5.2	Project Implementation Cost and Sources of Finance	57
5.2	Proforma Income Statement.....	58
5.3	Proforma Cash Flow Statement.....	60
5.5	Financial Ratio	61
	CONCLUSION.....	63
	APPENDICES	64

ACKNOWLEDGEMENT

Alhamdulillah, most grateful to Allah SWT for the completion of this assignment. Special thanks to all of you whose help us to finish this assignment. Thank you to the lecturers, Madam Nur Hazelen Binti Mat Rusok because of the guidance from her, we managed to finish this task. Not to forget our fellow friends who also help us. We also dedicate this special thanks to our family which support us from the early of the assignment.

There are a lot of challenges that we need to face in order to finish this assignment such as lack of information at the first of the report and also need to discuss the requirement of the assignment through online. This is because of the Pandemic Covid19. Through this problem, all of us managed to become more organized and mature in dealing with the problems that occur in order to finish this assignment.

Last but not least, to those who had involved and contributed directly or indirectly to this assignment, we are very grateful to all of you for the effort that they have shown in our assignment that helped us to complete report and assignment.

EXECUTIVE SUMMARY

The business is based on partnership where consists of 5 members which hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM100 000 where the total contribution of each member is RM10 000 and the rest RM50 000 is from Bank Islam's loan.

To make it more attractive and interesting, we decide to make some innovation by implying our creativity and modern element in this making. Nowadays, health is the most important thing people go for when selecting foods or drinks. Everyone wants to stick to a healthy diet either in food taking or drinks. We have made some innovation by adding some healthy materials in our products. We have done some research that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time. So, with our new innovations, they can grab some foods or drinks before going to class or work. Easy and simple as that. With loan given as a support from Bank Islam we are hoping and wish to achieve outstanding demand from customers. Our business is expected to commence on 2020 and our vision is to be the leading and preferred Malaysia's that supplied various types of foods or drinks to global market with supreme standards of quality and taste to satisfy the customer's satisfaction. We expect that our business will become more developed in the near future because with the new innovation in our business, the demand will increase not only during any occasion but it might be a new daily preference. This will give more advantages for us to make our product more profitable and stable in the long run.