



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
CASSAVA EXPERT

PREPARED BY

BEATRICE BINTI PAULUS	2011183451
CAROLINE EVIE JUDI	2011327291
FOLORINAH BINTI ASUL	2011176031
NUUR ANIQAH BAZILAH BINTI ISMAIL	2011198591
NURAZMIE BIN AZIZ	2011776291

SEPTEMBER 2014

TABLE OF CONTENTS

CONTENTS	PAGE NO.
LETTER OF SUBMISSION	i
ACKNOWLEDGEMENT	ii
1.0 INTRODUCTION	1
1.1 Business Logo	1
1.2 Executive Summary	2
1.3 Purpose Of Business Plan	3
1.4 Company/ Business Background	4
1.5 Partners Background	
1.5.1 Profile of General Manager	5
1.5.2 Profile of Administration Manager	6
1.5.3 Profile of Operational Manager	7
1.5.4 Profile of Marketing Manager	8
1.5.5 Profile of Financial Manager	9
1.6 Partnership Agreement	10-14

HAKMILIK

Perpustakaan
Universiti Teknologi MARA (UiTM) Caw. Sabah
Beg Berkunci 71,
88997 Kota Kinabalu, Sabah

2.0 ADMINISTRATION PLAN	15
2.1 Introduction to the Organization	16
2.2 Administration Manager structure	17
2.3 Vision	18
2.4 Mission	18
2.5 Objective	18
2.6 Company Address	18
2.7 Business Shop Lot	19
2.8 Strategies for Business	20-21
2.9 Organization Structure and Chart	22-23
2.10 List of Administration Personnel	24
2.11 Schedule of Task and Responsibilities	25-26
2.12 Business Hour	27
2.13 Schedule of Remunerations	28
2.14 Employees Incentive Scheme	29-30
2.15 List of Equipment	30
2.16 Address of Suppliers	31
2.17 Administration Budget	32
2.18 Overall Administration Budget	33

1.2 EXECUTIVE SUMMARY

Our company's name is Cassava Expert. The business is in the form of partnership which is consisting of five members. Each partner contributes certain amounts of cash agree in our agreement. Our main business is selling grilled cassava, cassava chips and cassava crisps.

The purpose of our business is we want to be well known as the producer of cassava-based product in Sabah. Even though there are many competitors that strictly competitive, but we confident that our business will be success in the future. Our business is aimed to make the customer to be more familiar with our business and to make sure our customer will satisfied with the cassava-based product that we provide.

We had discussed that our business will be launched on 5 August 2014. The shops will be open 7 days a week (from Monday to Sunday) and we are open from 9.00 am until 4.00 pm on Monday to Saturday and will be open at 9.30a.m to 2.30p.m on Sunday.

All partners are entitling in the business management .We have agreed Nurazmie Bin aziz as General Manager, Nuur Aniqah Bazilah Binti Ismail as an Administration Manager, Beatrice Binti Paulus as financial manager, Caroline Evie Judi as marketing manager and Folorinah Binti Asui as Operational Manager.

1.3 PURPOSE OF BUSINESS PLAN

Business Plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The purpose of business plan is as a guideline to manage the business. It can be used as a guideline to have a clear picture of strategy for running the venture. Other than that is to obtain loan from a financial institution to run the business. We can get a loan through business plan by convince the financial institution that our business will get a high profit to pay back the loan.

Cassava Expert