



FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

“VARIETEA”

PREPARED BY:

MARLINI BINTI DARI	2014857508
NUR ASMA BINTI MOKHTAR	2014447494
NUR SYUHaida BINTI ABU BAKAR	2014421448
SHARIFAH SHARINA BINTI WAN AMIN	2014829902
INTAN NUR HALEEDA BINTI ABDUL HALIM	2014246434

DIPLOMA IN BUSINESS MANAGEMENT (BM111)

PREPARED FOR:

MADAM NOOR EMMA BINTI SHAMSUDDIN

TABLE OF CONTENT

INTRODUCTION		
	SUBMISSION LETTER	5-6
	ACKNOWLEDGEMENT	7
1.0	INTRODUCTION	8
1.1	BUSINESS PLAN AND BUSINESS PURPOSES	9
1.2	NAME OF THE COMPANY	10
1.3	NATURE OF BUSINESS	10
1.4	INDUSTRY PROFILE	10
1.5	COMPANY LOGO	11
1.6	COMPANY BACKGROUND	12
1.7	PARTNERSHIP BACKGROUND	13-17
1.8	PARTNERSHIP AGREEMENT	18-22
1.9	CAPITAL REQUIREMENT	23
1.10	LOCATION OF THE BUSINESS	24
1.11	DATE OF THE COMMENCEMENT	25
1.12	FACTORS IN SELECTING THE PROPOSED BUSINESS	25
1.13	FUTURE PROSPECTS OF THE BUSINESS	26
1.14	ABOUT OUR BUSINESS	27

MARKETING PLAN		
2.0	INTRODUCTION TO MARKETING PLAN	29
2.1	MARKETING OBJECTIVE	29
2.2	MARKETING ANALYSIS	30
2.3	PRODUCT OR SERVICE DESCRIPTION	31
2.4	TARGET MARKET	33
2.5	MARKET SEGMENTATION	34
2.6	MARKET SIZE	35
2.7	COMPETITORS	37

SUBMISSION LETTER

Sharifah Sharina Binti Wan Amin

Diploma in Business Studies

University of Technology MARA

Mukah Campus

Boulevard Street

Sarawak

Madam Noor Emma Binti Shamsuddin

Lecturer of Fundamentals of Entrepreneurship (ENT300)

University of Technology MARA

Mukah Campus

Boulevard Street

Sarawak

1.0 INTRODUCTION

A business plan is a formal statement of a business goals, the reasons why they are believed attainable, and the plan for reaching those goals. Thus, it may also contains the background of the organization, such as the name, location, nature and other information about the company.

Business plan may also target changes in perception and branding by the customers, clients, taxpayers or large communities. When creating a business to plan a new venture and to assume major changes in the future, a 3 to 6 months business plan is required.

Business plan is also known as a detailed blueprint for activities needed to establish a business. For instance, details of a company's products and services, the capital required, the profits or losses and other details. Furthermore, business plan is also called a "yardstick" to a business, which means the owner of a company uses business plan as a tool to measure the success of their company through the goals and objectives stated in the business plan. Besides that, the business plan is also a tool for a company to obtain loans from a bank company to increase the capital contribution of a company in order to create a new venture of a business.

1.5 COMPANY LOGO



Variety

-Comes from the word “variety”, which represents the variety types of tea drinks that we are serving. For instance, Red Tea, Black Tea, Green Tea, Milk Tea, Chocolate Tea, ice-blended Matcha Tea and other types of tea.

Tea

-It simply means that our main product is serving tea drinks with different types of flavor, such as fruits flavor, herbal flavor, and iced or ice-blended tea.

Drink Figure

-It is a symbol showing that our company is selling tea drinks.