



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

PREPARED BY:

FACULTY & PROGRAMME : BUSINESS MANAGEMENT

SEMESTER : 5

PROJECT TITLE : Report Business Plan

GROUP MEMBERS:

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INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business** : Potatoes Ilandoe's
- ii. Nature of business** : Partnership
- iii. Industry profile** : Confectionary
- iv. Business Location** : Mukah, Sarawak
- v. Date of commencement** : January / 2017

Factors in selecting the proposed business:

- a)* Differ from other competitor.
- b)* The only restaurant specialize in potatoes dishes

Future prospects of the business

- a)* To open up our own shop so that people will be easier to enjoy potato dishes.
- b)* Our restaurant will stay on the long run and our name will be known domestically and internationally.

ORGANIZATIONAL PLAN

2.1 INTRODUCTION TO THE ORGANIZATION

2.1.1 Vision

To establish Potatoes Ilandos as the most unforgettable memories and enjoyable foods in Malaysia and to be the quickest service restaurant experience.

2.1.2 Mission

- To be the favourite choices and places for people looking to enjoy potatoes meals and dishes and create unforgettable taste.
- To serve high quality foods with great tastes.

2.1.3 Objectives

- To provide the best quality of customer service.
- To offer quick and efficient products at affordable and reasonable price.

2.1.4 Logo & Description



- Our logo show that our business is the only restaurant that specialize in potatoes meals that located in Mukah, Sarawak.
- It act as the main attraction as we differ from other businesses and our business have variety of flavor.

Segmenting the market

- Geography : Mukah
- Demographic : Age , Gender , Education place
- Psychographic : Status and Preference

3.3 TARGET MARKET

1. Geography : Mukah population (Total Mukah population is 4,000)



2. Demographic : Age , Gender , Education place (UITM Student and Politeknik Student)



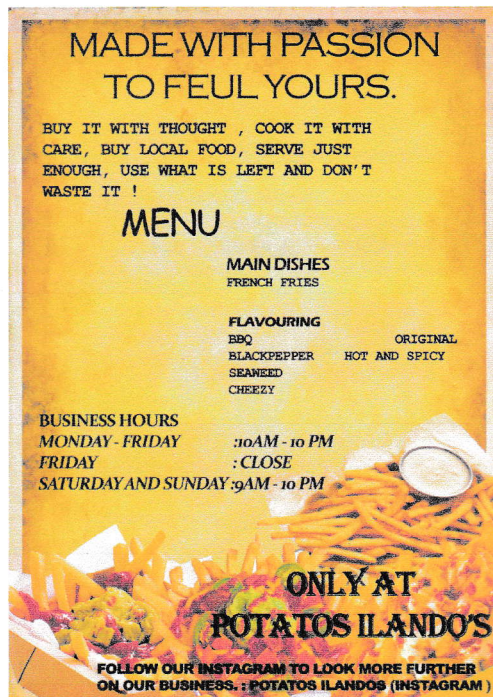
3. Psychographic : Status and Preference

3.8.3 Distribution strategy

-The distribution strategy is by serving the food direct to the customers.

Promotion strategy

1. Advertising
2. Sales promotion



3. Public relations

