



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

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11 NOVEMBER 2017

Dear Madam,

SUBMISSION OF BUSSINESS PLAN

Referring to above matter, Surf Fries would like to submit business plan for your analysis and evaluation as it is obligated. Surf Fries business partners and site of addresses are mention below:

Details of partners are stated as follow:

1. Chelsea Bulan Lawai (2015817514)
2. Edwina Maureen Wan (2015815364)
3. Esther Duen Nulie (2015824146)
4. Tracy AK Edward Janti (2015809262)

2. We have decided to choose Food and Beverage through Surf Fries since there is business opportunities in the Mukah District. Besides, these area populated and acted as Educational Hub with strategic location is an ideal to our company.

EXECUTIVE SUMMARY

Surf Fries is a new company that recently operate in 2017 and managed by four individuals. The name of the company came out to be easy to recognize by the fellow citizens. It shows the description of customers being familiar with the products and services we are offering to the public.

As for the business, we are focusing in introducing Malaysia-based product. We are providing varieties of sauce of choice that combine with chicken and potato. We also serve beverages with an affordable prices such as tea, smoothies, chocolate and so many more. Since we have conducted a survey in the town area, most of them prefer to dine with simple yet delicious foods that brings satisfaction in terms of hunger.

We are starting our business with RM44,100 of total capital and each of partners contribute RM11,025. We have 4 workers which are general manager, marketing manager, financial manager, one waitress under supervised of operational manager.

Our target market are citizens itself especially the students. As long as their are affordable to purchase our product, they are most welcome at all time. Students who able to present themselves as students, they might get discount from any purchase with an economy costs. We are enabling this approach to attract more teenagers to spread the words on the street so that our business may be successful in long term.

Based on what have stated above, we are venturing into Food and Beverage industry where we can see Surf Fries has a potential in bringing profits to the business if it was manage systematically.

Business plan is prepared to group of people who owns the business, suppliers, customers and employees. In this business plan consists of marketing, operation, administration and financial plan.

With support from Mara loan, we believe in our business that we able to achieve business goal and objectives especially earn more profits than we expected. We will get our modal back within short time so that it can covers liabilities and put our business above our competitors. We are hoping to expand our business in 2019 and achieve the vision of company to fulfilled the demand from customers.

1.1 INTRODUCTION TO THE BUSINESS

I. Name of Business

Four partners under Partnership Act 1961 operate Surf Fries

II. Nature of Business

This business operation will be based on Business Registration Act 1956 and carry on partnership

III. Industry Profile

We are operating in food and beverage industry, serving fast food and our main dish are french fries. Beside, we also serve additional snacks like chicken chop and varieties of drink.

IV. Business Location

Taman Setiaraja Boulevard

V. Date of Commencement

7 JANUARY 2016

VI. Factors in Selecting Proposed Business

➤ Easy to market

We are using varieties of sauce to mixed up with French Fries and our XL chicken chop to change the regular flavor and its way too easy to market as both french fries and chicken are all time favorite from our customers.

➤ Low competitors to enter the market

The location that we have choose to operate our business has less competitors as they produce product similar to us but only focuses on main snacks. With multiple choices offer to the customers, it makes a lot easier to attract the customers as we are domain in the industry.

➤ Promote local product

Surf Fries introduce local product towards newcomer besides it can also help to increase domestic product rather than international product to economic country. Our main raw materials like potato and chicken comes from our local suppliers.