



اُنْبُوْ سَيِّدِي تِكْنُوْلُوْجِي مَارَا
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MARA

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FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN BUSINESS STUDIES (TRANSPORT)

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

GROUP ASSIGNMENT:
BUSINESS PLAN

BUSINESS NAME



POPI! CHUNKZ

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ACKNOWLEDGEMENT

The business plan is a progressive experiment, particularly for youngsters, where fundamental business knowledge is being taught to those who are still studying or working part-time while studying because it provides a passive income for the student to manage their financial or university costs. As business management students, we are grateful for the opportunity to study basic business knowledge that will aid us in the future. Not to mention that while completing this report by group members, we will be learning about leadership skills and teamwork. This knowledge will come in handy when we apply for jobs in the future. To put it another way, completing the task on time encouraged us to work as professional individuals in the future.

We are delighted to express our heartfelt gratitude to the individual who is investing their time and ideas in helping our team functionally become experts in managing the business plan step by step, which is our beloved lecturer Miss Rahayu Izwani Binti Borhanuddin.

As members of the Business and Management students at University Technology Mara, we would like to participate in the implementation of a project that has been discussed over a period of time and approved by other group members. Even though they work in a local business, the members of the group can relate to this business plan format.

Finally, we want to express our sincere gratitude to all of our families for their constant support and prayers. We'd like to thank everyone who helped us, whether directly or indirectly. We used our time, effort, and acknowledgement to find data, produce ideas, and discuss them together in order to finish this report. For our business plan assignment, we are hopeful that our hard work will pay off nicely. May Allah SWT provide the following people success and honor in their lives.

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EXECUTIVE SUMMARY

POPI! CHUNKZ is a partnership consisting of five members who hold key positions such as General Manager, Administration Manager, Marketing Manager, Operations Manager, and Financial Manager. Popi! Chunkz is a food truck industry that was launched in Kuala Lumpur in 2021. Popi! Chunkz is made up of popia and bananas, as well as chocolate and other toppings, and it's a delicious combination for people to enjoy. They'll get a variety of flavors, including sweetness, crunchiness, and happiness, and it's also been certified as halal by the JAKIM, making it suitable for Malaysians who are mostly Muslims.

The name "POPI" is derived from the beginning letters of the words "popia" and "pisang" in Malay. Furthermore, it demonstrates that the main ingredient is a spring roll, which will be fried golden brown and crispy on the outside and melt in your mouth. The word "Chunkz" refers to the thickness of the banana and the premium chocolate drizzled on top of the banana popia, as well as a range of toppings that can provide a satisfying experience on our menu. The Popi! Chunkz business also come with moto "Sweets and Happiness" is when a customer eats our banana popia, they will experience a variety of flavors, including sweetness, crunchiness, and happiness, because the combination of popia and banana, as well as chocolate and other toppings like nutella, nestum, oreo, cornflakes, creates a beautiful combination for people to enjoy.

Popi! Chunkz' main site in Kuala Lumpur is the LaPark Food Truck Jalan Conlay, Kuala Lumpur, 50400, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur . Because it is located near to the city's biggest retail mall, Pavillion Bukit Bintang, it is one of the most well-known sites in Kuala Lumpur. Our food truck will be open every day from 3:00 p.m. to 12:00 a.m., with the exception of Monday, when it will be closed. Our business also offers delivery to make it convenient for customers who wish to experience our items at any time. The business also persuades staff to sell the product online, using the company's website and Instagram, in order to earn a bigger commission. This activity motivates workers to earn additional money while promoting the product.

1 Introduction

1.1. *Name of the Business*

The name of the business is Popi! Chunkz. The name of "POPI" is a combination of the initial letters for **p**opia and also **p**isang in Malay. The name focuses on the main ingredients, which are spring rolls and bananas, which will be drizzled with premium chocolate and topped with a variety of toppings.

1.2. *Nature of Business*

Popi! Chunkz is a business that specializes in selling a wide range of fresh, legal products in a variety of flavours. Because the combination of popia and banana, as well as chocolate and other toppings, makes a lovely combination for people to enjoy, they will experience a range of flavours, including sweetness, crunchiness, and happiness. Aside from that, the Popi! Chunkz products have a special vibe when compared to other items.

1.3. *Industry Profile*

The growing popularity of the food truck industry has shifted its image from inexpensive eats to fascinating local or international food stops. However, COVID-19 has caused limited food truck expansion in 2020. This industry has an advantage over traditional restaurants because statistics have proved that it has fewer losses and closures caused by the pandemic. Despite having some delays caused by the pandemic, the food truck industry's growth continued to rise.

Popi! Chunkz is a food truck industry that was launched in Kuala Lumpur in 2021. Popi! Chunkz produces banana spring rolls with premium chocolate drizzle in a