



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**TITLE:**

BUSINESS PLAN  
(MINI MART)

**CLASS:**

EM1105D

**LECTURER NAME:**

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## **EXECUTIVE SUMMARY**

Mini Mart is a small retail business that provides a range of everyday items to the students in the college such as coffee, snack foods, confectionery, soft drinks, toiletries, newspapers, magazines and many more. The way we advertise our company is through social media such as WhatsApp, Telegram, Instagram, Twitter, and many more. The customer will contact us through any message applications, WhatsApp, phone call, text or even Instagram. This is to ease the students in terms of food and snacks as they tend to 'Burn the midnight oil' and can be hungry along the process of cramming every single information on their assignment and/or homework provided by their lecturers.

Not only we provide foods and snacks, but we also provide other things like face mask and hand sanitizers as the world is in a pandemic and these two items are not an optional stuff rather a necessity. Our company will make sure that the items that a person has ordered will be delivered as soon as possible to make sure that we do not waste their time waiting and, on the go, meaning the stocks will always be there when in need.

## 1.0 COMPANY BACKGROUND

Name of Business : Mini Mart

Address : UiTM Pasir Gudang, Jalan  
Purnama, Bandar Seri Alam, 81750,  
Masai

Telephone Number : 018-7732750

Fax Number : 011-11920201

Form of Business : Partnership

Main Business Activity : Food and services

Date of Business Registration : 17<sup>th</sup> October 2021

Business Registration Number : JM0950143-K

Name of Bank : Cimb Bank

Bank Account Number : 7627991588