



اُنْبُوْا سِيَّتِي تِيكُوْلُوْا كِيْنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDIES (TRANSPORT)
(BA117)

J4BA1175A

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN



PREPARED FOR:

MISS RAHAYU IZWANI BINTI BORHANUDDIN

PREPARED BY:

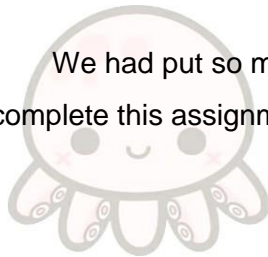
NAME	STUDENT ID
MUHAMMAD HIDIR BIN MOHD YUSOFF	2019209156
NUR ATHIRA BINTI AHMADI	2019246172
NURUL NAJIEHA BINTI RAMIZAN	2019251238
RIZQ REZZA BIN RUZLAN	2019448666
SITI AMINAH BINTI BAHARI	2019240068

ACKNOWLEDGEMENT

First of all, we would like to thank each one of our group members because they had given 100% of their cooperation to finish this written report assignment. We finally managed to finish this group assignment with great determination.

Also, we would like to acknowledge our gratitude to those who had guided us throughout this assignment. Firstly, we would like to thank our Fundamentals of Entrepreneurship (ENT300) lecturer, Miss Rahayu Izwani binti Borhanuddin. She has given us good guidelines throughout the process of carrying out this report. Without her guidance and encouragement, this report would have not been possible to accomplish. Moreover, we would like to thank all of our friends who have helped and share their knowledge with us. They also give us support and advice. Lastly, we want to thank our beloved parents who have been supporting us physically and emotionally and for their love, understanding, prayers and encouragement in making this report.

We had put so much effort and acknowledgement to search for information and ideas to complete this assignment. We hope it is done as follows as we had done our best.



RASA JEPUN

TABLE OF CONTENTS

LETTER OF SUBMISSION	3
ACKNOWLEDGEMENT	4
LIST OF TABLES	5
LIST OF FIGURES	8
EXECUTIVE SUMMARY.....	14
1.0 Introduction.....	15
1.1 Name of the Business.....	15
1.2. Nature of Business.....	15
1.3. Industry Profile.....	15
1.4. Location of the business.....	15
1.5. Date of business commencement.....	16
1.6. Factor in selecting the proposed business	16
1.7. Future prospects of the business	16
2.0 Purpose of Preparing the Business Plan.....	17
2.1. To evaluate the project viability and growth potential.....	17
2.2. To apply for loans or financing facilities from the relevant financial institutions	17
2.3. To act as a guideline for the management of the proposed business	17
2.4. To allocate business resources effectively	18
3.0 Business Background.....	19
3.1 Vision and Mission	20
3.1.1 Vision.....	20
3.1.2 Mission	20
3.2 Organizational Chart	20
3.3 Logo and Motto.....	21
3.3.1 Logo.....	21
3.3.2 Motto	21
4.0 Background of Partnership.....	22
4.1 General Manager.....	22
4.2 Administration Manager	23
4.3 Marketing Manager	24
4.4 Operational Manager.....	25
4.5 Financial Manager	26
5.0 Location of Business	27

EXECUTIVE SUMMARY

Business is a buying and selling activity between sellers and buyers who provide products or services. Business is one of the activities that can generate income in addition to working to improve the quality of life in a better direction. Successful businesses can generate unlimited income based on sales revenue.

SukiTako Enterprise is a business that provides various types of takoyaki, which are snacks that originate from Japan. The business is conducted in retail at the Aeon Tebrau City Center kiosk, Johor Bharu. The takoyaki menu we prepare consists of flavours of shrimp, crab, chicken, and octopus. The business also provides beverages to customers such as Coca-Cola and A&W root beer. Through the provision of products like this, we are very confident that it can attract customers to buy because the Johor Bharu area is a strategic area for business activities due to its high population as a target market.

The concept of a successful business will always emphasize the direction and careful planning to develop the business. Through the preparation of a business plan, every member in the business can know the whole process and direction of the business in the future. This is important because the business plan refines various things in the business such as the introduction to the business, the purpose and objectives of establishing a business, and the background of the business. With all the information in the business plan, it can give a clear picture to the individuals under the business organization in performing their duties and responsibilities in ensuring that business goals can be achieved.

1.0 Introduction

1.1 Name of the Business

To ensure the company name becomes more commercial and attracts customers, all the partners have agreed to name this business SukiTako Enterprise. We use the name “SukiTako” as our company's name because the term ‘Suki’ in Japanese is give meaning of favourite. The name is taken because it describes the focus on products produced with quality and satisfaction for the customer. The choice of this name is very timely because it is easy for customers to remember the product and find the SukiTako brand as the main choice.

1.2. Nature of Business

The SukiTako brand provides a variety of flavours for Takoyaki such as chicken Takoyaki, shrimp, crab, and octopus. All of these menus are main menus and we also provide soft drinks such as Coca-Cola and A&W Root Beer for customers. Our business location is located Aeon Tebrau City Store & Shopping Center,

1.3. Industry Profile

The SukiTako brand is classified in the food and beverage industry. The main medium for the sale of this product is a walk-in at our kiosk located at Aeon Tebrau City Store and Shopping Centre. The strategic position of our kiosk on the ground floor near the main entrance can attract many customers who come to shop at Aeon Tebrau. This strategic position can also make it easier for customers to find our kiosk location to buy.

1.4. Location of the business

Our business location is located at Lot G38, Aeon Tebrau City Store & Shopping Center, No 1, Jalan Desa Tebrau, Taman Desa Tebrau, 81100 Johor Bharu, Johor Darul Ta'zim. Aeon Tebrau which is located in the Johor Bharu district is a focal point for many people to shop for necessities on weekdays and weekends because various types of shops offer various types of necessities products. In addition, the enormous size of Aeon Tebrau plays a very important role in the number of visitors with sales revenue that can be maximized. With this strategic location, it can make it easier for our customers to come and buy. A strategic position will affect sales revenue and increase profits.