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**BUSINESS PLAN REPORT (A4)**  
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

PREPARED FOR : SIR ISKANDAR ARIFFIN

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## TABLE OF CONTENT

<b>1.0 INTRODUCTION.....</b>	<b>1</b>
1.1 INTRODUCTION TO THE ORGANIZATION.....	1
1.2 PURPOSE OF BUSINESS PLAN.....	2
1.3 BUSINESS BACKGROUND.....	3
1.4 PARTNERS BACKGROUND.....	4
1.5 BUSINESS LOCATION.....	10
<b>2.0 ORGANIZATIONAL PLAN.....</b>	<b>12</b>
2.1 INTRODUCTION TO THE ORGANIZATION.....	12
2.2 ORGANIZATION STRUCTURE .....	14
2.3 ADMINISTRATIVE MANPOWER PLANNING.....	15
2.4 SCHEDULE OF TASK AND RESPONSIBILITIES.....	16
2.5 SCHEDULE OF REMUNERATION.....	17
2.6 COMPENSATIONS AND BENEFITS.....	18
2.7 LIST OF FURNITURE AND FITTINGS.....	18
2.8 ADMINISTRATIVE BUDGETS.....	19
<b>3.0 MARKETING PLAN.....</b>	<b>20</b>
3.1 INTRODUCTION TO MARKETING.....	20
3.2 INTRODUCTION TO PRODUCTS.....	20
3.3 TARGET MARKET.....	24
3.4 MARKET SIZE.....	25
3.5 COMPETITORS.....	26
3.6 MARKET SHARE.....	27
3.7 SALES FORECAST.....	28
3.8 MARKETING STRATEGY.....	29
3.9 MARKETING PERSONNEL.....	31
3.10 MARKETING BUDGET.....	37

<b>4.0 OPERATIONAL PLAN.....</b>	<b>38</b>
4.1 OBJECTIVES.....	38
4.2 OPERATIONAL PROCESS.....	38
4.3 OPERATIONS LAYOUT.....	42
4.4 PRODUCTION PLANNING.....	43
4.5 MATERIAL PLANNING.....	47
4.6 MACHINES AND EQUIPMENT PLANNING.....	50
4.7 BUSINESS AND OPERATION HOUR.....	54
4.8 OPERATION BUDGET.....	57
<b>5.0 FINANCIAL PLAN.....</b>	<b>59</b>
5.1 INTRODUCTION TO FINANCIAL PLANNING.....	59

## **1.0 INTRODUCTION**

### **1.1 INTRODUCTION TO THE ORGANIZATION**

The name given for our company is GADIS CRISPY CHOCOJAR Enterprise which represents all of our group members that consist of 6 girls. Gadis Enterprise is a small business that sells local products which are crispy choco jars based on chocolates and cereal. This is a company that is actively established by partnership that supplies food. Our companies concentrate on the production of the food to provide excellent outcomes for our customers by supplying them our products according to demand. We started our business on a small scale as a starter because we only have a premise for processing the product and carrying out management activities. Our business was mainly run at Batu Pahat, Johor. officially this business were started on 1st January 2022.

The reason why we choose this business is because it is one of the products that are highly requested and popular among local people. So it will be easy for us to attract the customers by doing some variations into the products. Besides, we want to serve the customers simple but high quality products that are easy to bring anywhere without worrying the tub will break. We hope that in the upcoming 2 or 3 years, this business will be able to sustain and survive. We want to help many individuals who want to generate incomes and grow their experiences in running business. Next, we also want to make our heart desires come true by opening a branch that completes with production equipment to offer more job opportunities for local people.

## **1.2 PURPOSE OF BUSINESS PLAN**

This business plan was created with a few goals and objectives. Some of the main goals of our business plan are listed below.

1. To provide a legal document that guides the owner, investors, suppliers, customers, and business partners. A formal business plan is required to demonstrate to all interested parties, including employees, investors, partners, and yourself, that you are committed to growing the business. Making this plan forces us to evaluate and choose which strategies that will propel the growth of this business.
2. As a reference to avoid any miscommunication, casualties, or misunderstandings between all parties involved in our business, while also attracting the trust of our shareholders. Creating a business plan requires you to conduct a competitive analysis. All business owners struggle to compete whether direct or indirect because it is critical to understand the company's competitive advantages. So, this business plan is important in order to determine whether it is worthwhile to collaborate with this company. Creating partnerships often takes time and money, and companies will be more likely to partner with this company venture if they can read a detailed description of the company.
3. Its objective is to guarantee that business activity runs smoothly and is in line with the company's goals, mission, vision, and long-term objectives in the industry. Thus, it provides a road map from which to operate and look for guidance in uncertain times. Without a business plan, we may constantly shift the short-term strategies without regard for the long-term goals. We wouldn't embark on a long road trip without a map; consider this business plan to be the map.