



**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS PLAN**



**7DAYS ENTERPRISE**

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# **EXECUTIVE SUMMARY**

## **INTRODUCTION**

7Days Enterprise will produce ready to eat food that will ease many people not only travellers, but also workaholic people, students and our other target market. Our main strategy is to put more variety in our menu, so our customer can enjoy our food.

## **COMPANY & MANAGEMENT**

7Days Enterprise is located at Greenwoods Salak Perdana, Sepang. The location is strategic. The place is surrounded by residential areas near to KLIA, KLIA2, USIM, UTM DENGKIL, ADMAL COLLEGE, UNIKL and many more. It will make easier to customers to buy our products.

## **MARKET OPPORTUNITIES**

7Days Enterprise has 3 types of market target. The first one is demography segmentation. On this part, we will focus on occupation, marital status, and age. Our building location is located at a very strategic place which is in residential area. There are many academies institution where many students live nearby. Our shop also near to Klia and Klia2, so for those who want to go traveling can stop by at our shop to buy our foods. This type of segmentation definitely will help our business to figure out more about our target market, so we can enhance our marketing quality. Other than that, we also take not about physiographic segmentation which is pay attention on customer's lifestyle. Customer's lifestyle like hobbies, interest and others are important because we can consider it as a number that influence people to buy our products. We can take an example, if a person love camping, he can buy our ready-to-eat food and easily bring our product wherever he goes without need to worry about his food. Our product really eases our customer especially if that person is a workaholic. They can easily warm up their food without leaving their working table. We already acknowledge that we competing other brands. So, we really need to pay attention when it comes to marketing segment.

Geographic segmentation also very important. Our shop is located at a very strategic place. We really pay attention when choosing our place because we have a few characteristics of target market. It is really important to choose a good and strategic place to build our company in order to take our business into another level.

## **FINANCIAL PROJECTIONS**

7Days Enterprise expects to earn profits by the fourth year based on our business sales. The initial equipment will stay in services for three or four years. After that we will start to invest to buy newer item. The profits that we get, will rolling into our investment to expend our business.

#### **4. Profit and Loss**

The profits will be divided equally among the partners. Same goes to loss will be divided fairly among the partners. Income account will be maintained separately for each partner.

#### **5. Salaries and Withdrawals**

Partners will receive salaries payment for giving services to the partnership. Each partner may withdraw their credit balance from income account.

#### **6. Interest**

There will be no interest paid on the initial contributions to the capital.

#### **7. Management Duties and Restrictions**

All partners will have equal rights on business management. Each partner shall devote their time and energy to this business. Without consent of partner or other partner, shall on behalf of the partnership borrow or lend money, accept any commercial paper and the others.

#### **8. Bank**

All funds of partnership will be deposit into business account. It will deposit on each partner's name. All withdrawal is being made upon checks to signed by each partner.

#### **9. Books**

The partnership book will always be maintained in principal office and every partner has right to access the book. The book shall be kept on a fiscal year basis, and will be close and balanced at the end of each fiscal year. Then audit will be held after closing date.