



UNIVERSITI TEKNOLOGI MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

(HM 111)

YOUNG ENTREPRENEURS ENTREPRISE BUSINESS PLAN

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EXECUTIVE SUMMARY

After carrying some research and prospect on what business we should establish, our company has decided to open up a rabbit meatball shop. We came up with a business plan of partnership and our company will be known as Young Entrepreneurs Enterprise (Y.E.E). Our main business is to process, promote, and selling rabbit meatballs at all levels of ages.

In our business plan, there are five major business establishments that need to be taking into consideration which are the operation, administration, finance, management, and marketing.

The General Manager will be the head of the management department while receiving assistance from other manager. The General Manager is responsible in controlling, organizing, leading, manage and planning the business.

The administration manager is responsible to update the organizational chart, organize the company's payment scheme and document on every data obtain through company's monthly meeting.

Marketing plan cautiously monitor and record the monthly sales of the company, strategize company's tactic to gain profit and compete with other competitors. Marketing plan is responsible in promoting the business to the public.

As for the operational plan, they need to identify and assign business supplier, systemize the whole operation of the business.

The financial is one of the most important business establishments. The financial department will prepare the financial statement and balance sheet for the company. The finance manager is responsible for every cash flow and financial transactions.

We hope that this business plan will be able to give better guide for us. We also hope that our business plan will be accepted.



CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Young Entrepreneur Enterprise (YEE) is a partnership company. This business will be commencing on 14 January 2014 by five members of partnership that are dedicated and determine in involving themselves in business. We decide to establish requirement is suitable with our need and desire.

We had done some observation and forecasting before this business will be established so that we can get more information about this business potential. The feedback was interesting and we decide to operate at BakarArang, Sungai Petani. Furthermore, it is a crowded place with high numbers of residents and has a great infrastructure with basic amenities such as water, electricity, road, telephone line and other facilities that have been provided by the government.

Our company is focus on manufacturing halal food, which is Rabbit Meatball in variety fillings. There are several reasons which influence us to choose this business because nowadays people tends to produce chicken, meat, crab, cuttlefish, fish and shrimp meatball. Therefore, we would like to introduce rabbit meatball as rabbit meat has higher percentage of protein and it has less fat compared to other meat. Thus, YEE will produce rabbit meatball original flavour and cheese rabbit meatball.

We also want to expand our business by open our new branch around Penang and will move on all around Malaysia. This business can grow further and have a great future ahead because on our survey reveals, this business has very bright prospects in the future.



CHAPTER 2

ADMINISTRATION PLAN

2.1. INTRODUCTION TO THE ORGANIZATION

2.1.1 Vision

- To be the successful halal meatball manufacturer in Asia

2.1.2 Mission

- Our mission is to provide the highest quality frozen meatball. We exist to attract and maintain customers while our products will exceed the expectations of our customer

2.1.3 Objectives

- To open our own branches in around Malaysia at all state for the next 7 years
- To create a product based company whose goal is to exceed customer's expectations
- To increase efficiency of our promotion by 5% a year
- To develop sustainable cash flow



CHAPTER 3

MARKETING PLAN

3.1 INTRODUCTION TO MARKETING PLAN

Marketing is important criteria in business. According to Oxford-advanced learner's dictionary, marketing plan can be defined as the theory and practice of presenting, advertising and selling thing. A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line.

(A marketing plan may be part of an overall business plan.) Solid marketing strategy is the foundation of a well-written marketing plan. (While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.) It (designed all the activities relating to marketing objectives and the changing of marketing environment.) (A good management had to be concern and make sure that all plan runs smoothly and achieves its target and goals.) It plays an important role to every business in order to make sure all of the business marketing is properly arranged.

(Marketing activities is towards satisfying customers need and wants as well as contributing towards profit for the business.) Thus, (effective marketing strategies are the most important to make sure the business can develop and have power to compete with other competitors.)

(The systematic and organized of marketing strategies can influence the business profit.) That mean the strategies and promotion have to be arrange orderly to attract customers confidence. (Our business marketing strategies based on a good services and the high quality of product to achieve our mission and vision.)

Furthermore, marketing executive also use to encourage and increase sales of products and services are in line with religious and ethical practices. Last but not least, it include to define the product concept, identify the target market and competitors, determine market size and market share, develop sales forecast and marketing strategies and prepare a marketing plan.