



اُونِيْوَرْسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

SALTED EGG AND SALTED EGG POWDER

PREPARED BY:

FACULTY& : FACULTY OF PLANTATION AND AGROTECHNOLOGY/

PROGRAMME DIPLOMA IN PLANTATION MANAGEMENT

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBERS:

NAME	ID NO.
JACKLINE IJAH	2016611656
SEM-UMBA ANAK TARANG	2016467606
SENNDY ANAK LAMBIE	2016467626

PREPARED FOR:

MADAM SITI FARAH BT LAJIM

SUBMISSION DATE:

13 DECEMBER 2018

LETTER OF SUBMISSION

Diploma in Planting Industry Management,
Semester 5,
Universiti Technology Mara (UiTM) , Mukah Campus
KM 37, Jalan Oya,
96400, Mukah,
Sarawak.

Madam Siti Farah,
Lecturer of Entrepreneurship (ENT300)
Universiti Technology Mara (UiTM) , Mukah Campus
KM 37, Jalan Oya,
96400, Mukah,
Sarawak.
Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL

According to the title above, we would like to submit our business plan proposal on the name of Quack Farm Enterprise for Entrepreneurship (ENT300) subject.

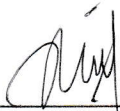
2. This report consist of important component and aspect that have been considered in the beginning of the business. It includes our business profiles, structure administrator, financial marketing, and operation aspect plus all other information regarding the business plan.

3. We hope that the business plan that we have prepared has fulfill all of the requirements. We would like to thank for all the guidance and time that you have spent to go through our business plan. With all our efforts we hope that you will consider and approve the business plan that we have prepared.

Yours sincerely,



(Senndy Anak Lambie)
General Manager,
Administration Manager,
Quack Farm Enterprise.



(Jackline Ijah Ak Bada)
Marketing Manager,
Operational Manager,
Quack Farm Enterprise.

TABLE OF CONTENTS

CONTENTS	PAGES
1. LETTER OF SUBMISSION	3-4
2. LETTER OF PARTNERSHIP AGREEMENT	6-7
3. ACKNOWLEDGMENT	8
4. EXECUTIVE SUMMARY	11
1. INTRODUCTION	
1.1 INTRODUCTION TO THE BUSINESS	13
1.2 PURPOSE OF BUSINESS PLAN	14
1.3 BUSINESS BACKGROUND	14
1.4 PARTNERS BACKGROUND	15-17
1.5 FACTORS INFLUENCING CHOICE OF BUSINESS LOCATION	18
1.5.2 OFFICE LOCATION	19
2. ORGANIZATIONAL PLAN	
2.1 INTRODUCTION TO THE ORGANIZATION	21
2.1.1 VISION	
2.1.2 MISSION	
2.1.3 OBJECTIVES	
2.1.4 LOGO AND DESCRIPTION	22
2.2 ORGANIZATIONAL STRUCTURE	23
2.3 ADMINISTRATIVE MANPOWER PLANNING	24
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES	25
2.5 SCHEDULE OF REMUNERATION	26
2.6 COMPENSATION AND BENEFITS	26
2.7 LIST OF OFFICE AND FITTINGS	27
2.8 LIST OF OFFICE EQUIPMENT	27
2.9 LIST OF OFFICE SUPPLIES	28-29
2.10 ADMINISTRATIVE BUDGET	30
3. MARKETING PLAN	
3.1 INTRODUCTION TO MARKETING	32
3.1.1 MARKETING OBJECTIVES	33
3.2 INTRODUCTION TO PRODUCT OR SERVICE	33
3.2.1 MARKET AREA AND BUSINESS LOCATION	34
3.2.2 SEGMENTING THE MARKET	34
3.3 TARGET MARKET	35
3.4 MARKET SIZE	35
3.5 COMPETITOR	
3.5.1 ANALYSIS OF COMPETITOR	36
3.5.2 ANALYSIS OF QUACK FARM OPPURTUNITIES AND THREATS	37
3.6 MARKET SHARE	
3.6.1 MARKET SHARE BEFORE ENTRY OF QUACK FARM ENTERPRISE	38
3.6.2 MARKET SHARE AFTER ENTRY OF QUACK FARM ENTERPRISE	39
	40-41
3.7 SALES FORECAST	
3.8 MARKETING STRATEGY	42-43
3.8.1 PRODUCT OR SERVICE STRATEGY	43-44
3.8.2 PRICE STRATEGY	44
3.8.3 DISTRIBUTION STRATEGY	44
3.8.3.1 PLACE	44-47
3.8.4 PROMOTION STRATEGY	47
3.9 MARKETING BUDGET	

EXECUTIVE SUMMARY

Our business type is partnership where it consists of three members. The three members are Ms. Senndy Lambie as a General Manager and Administration Manager, Ms. Jackline Ijah as Marketing Manager and Operational Manager and Ms. Sem-Umba as a Financial Manager.

Quack Farm Enterprise is one of the companies that produce fresh salted egg to satisfy customers' wants and providing variety types of products which are powder salted egg.

We identify that our customer is universal where middle and low class who want to consume product with affordable price of product. We also target the nearby supermarket and restaurant because it makes us easy to deliver our product to them. Besides, we always ensure that our product which is salted egg is still in fresh condition so that we can maintain the nutrition of our product. Moreover, we offer a variety of product which are powder salted egg that give nutrition of health, low sugar and low calories to our customers and supplier.

We also consider that our location is strategic as it is nearest supermarket and restaurants. So, it can make us easier to supply our product as it always gets attention from the nearest residential area. Moreover, we see that our location is having a good infrastructure and transportation and this makes us easy to deliver our product to our customers and supplier. Therefore, we can keep our product in a good condition until in the hand of customer because of good handling on our products.

Quack Farm Enterprise marketing strategy is to emphasize the quality and price of our product and services. We offered the affordable price because we want our customer from all of level income buy our product so that we can increase our profits. Thus, we develop marketing strategy that can attract our customer attention to buy and be a brand loyal to our products.

Lastly, we want the existence of our product known to public. Therefore, we will be able to increase our sales revenue and at the same time achieve our goals company.

1.1 INTRODUCTION TO THE BUSINESS

i	Name of the business	: Quack Farm Enterprise
ii	Nature of business	: Partnership
ii	Industry profile	: Food Industry
i v	Business Location	: Jalan Aswad, Jalan Sultan Tengah Kampung Sungai Batu, 93050 Kuching Sarawak.
v	Date of commencement	: 1 st January 2019

vi. Factors in selecting the proposed business:

We choose this business because duck are easy to take care. We get inspiration from someone that have experience to carry out this business before.

vii. Future prospects of the business:

Our future prospects are we want to be a first choice of customers. Therefore, we produce the fresh salted egg to the customer and the customer also can request depending on their taste and want. Besides that, to attract more people to buy our product we do some innovation which is we create a colourful shell and the customer can choose their favourite colour due to the colourful of shell. A part from that, we also have produce a salted egg powder.

This salted eggs powder can use in many aspects of food. In addition, the salted egg powder has a less competitor and we have a high chance to produce this salted egg powder. Lastly, we will try to create a highest quality in our product to produce the fresh salted egg and salted egg powder by using the latest equipment and technology to compete with other competitors.