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SALZA FRESH MOBILE

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EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan area with its demand, our team have decided to specify our business in providing our services. We have come up with the business plan of partnership whereby our corporate name will be known as **SALZA FRESH MOBILE**.

In our business, The General Manager, (NUR LIYANA BINTI PINDI) is the head of the business company. This position is very important as she will be responsible for all management for the business which includes employees' welfare. The entire decision making is in her hand after an extensive discussion with the other partners. She also leads, controls, plans and looks for the business opportunities and assisted by other four shareholders that have been agreed to cooperate to establish the SALZA FRESH MOBILE.

The first member of this company is our Administrative Manager (ANISA OTHMAN). As in the administration tasks, she will responsible the tasks related to office administration in terms of managing all the things that are related.

The second member of this company is our Marketing Manager (MUHAMMED SOFFIQ BIN SARIPIN). The function of his position is to prepare the marketing plan which he must have the capability and confidence to speak in front of customers. This will help to influence and to attract customers to recognize and understand our business. The other function is to identify target shares and to develop market strategies.

The third member of this company is the Operational Manager (NUR ZATUL AMALIN BINTI ARZMI ABANG). She will the one who will monitor the business operations and ensure that all procedures are been implemented. In other words, she has to monitor all the work relating output of the business.

The last member of this company is Financial Manager (MOHAMMAD AZLAN BIN SUHAILI). He will be responsible for the most crucial aspect of the business plan where he will be handling cash transactions the most. He also will be the one who manages all the

1.0 INTRODUCTION

Business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered in the business plan is to predict viability, forecast success and proposed strategies for the project. It is important to have a business plan that is well throughout and carefully decided which will guide the entrepreneurs in managing their business effectively.

1.1 NAME OF THE COMPANY

We chose **SALZA FRESH MOBILE** as our business name. It is the combination of the partners' name. "S" is referring to our Marketing Manager, while "A" presenting our Financial Manager. "L" refers our General Manager, "Z" is referring to our Operational Manager and "A" refers to Administrative Manager. The reason why we chose this name is because it is a form of our partnership. On the other hand, it is also simple to pronounce and easy to memorize.

1.2 NATURE OF BUSINESS

Our business nature focuses on mobile services as mentioned in our business name.

1.3 BUSINESS LOCATION

Our business premise is located in the Kota Samarahan area. It is a strategic place to attract potential buyers to visit our place.

2.0 INTRODUCTION TO MARKETING PLAN

Marketing can be defined as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing consists in coordination of four elements called 4P's which are identification, selection and development of a place and development and implementation of a promotional strategy. Marketing is used to create the customer, to keep the customer and satisfy the customer.

Marketing has two faces. First, it is a philosophy, an attitude, a perspective or a management orientation that stresses customer satisfaction. Second, marketing is an organization function and a set process used to implement this philosophy. This is the marketing process.

Besides that, marketing can be defined as the process by which companies advertise products or services to potential customers which companies create value for customers and build strong relationships in order to capture value from them in return. Marketing is used to create the customer, and to satisfy customer needs and wants. Achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. In order to satisfy its organization objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors,

It's also the process by which companies advertise products or services to potential customers and it is important in the management process that seeks to maximize return to shareholders by developing relationships with valued customers and creating a competitive advantage. It proposes that in order to satisfy its organizational objective, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. Marketing uses the concept of risk and return which is high will gain high return.