

Secret nim's desa  
kolej poly-tech mara  
bangi section 14



**ASSIGN  
BUSTER**

Secret Nim's Desa Kolej Poly-Tech Mara Bangi Section 14, Teras Jernang  
 43650 Bandar Baru Bangi Selangor Puan Lily Suriana Binti Hassan Lecturer  
 Entrepreneurship Kolej Poly-Tech Mara Bangi 43650 Bandar Baru Bangi  
 Selangor  
 1 March 2009 Madam, Submission of Business Plan According to the  
 above mater, we are the students from the course of Diploma in Business  
 Management ( AB101) in Kolej Poly-Tech Mara Bangi was submitting our  
 Business Plan. This report is a compulsory assignment for subject  
 entrepreneurship (PPN 254). . For your information, we choose this type of  
 business because it has a potential and bright prospect in nowadays and in  
 future. We also have analyzed what student, lecturer, and staff want to eat.  
 Thank you Signatures | | | | | | | | ..... |  
 ..... | | MOHD SYAFIQ BIN MOHD RAZIB | ERLINDA BINTI  
 MISLIZAR | SITI MARIAM BINTI ALIAS | | GENERAL MANAGER | MARKETING  
 MANAGER | ACCOUNTANT MANAGER | | 890429-08-5543 | 891205-14-5062 |  
 870321-02-5276 | | | | | | | | ..... | ..... |  
 ..... | | HALIMATON SAADIAH BINTI ABD.

MANAF | NUR ATIQAAH BINTI ADNAN | SAIDATUL ATHRAH BINTI BADRUL  
 HAMIDI | | FINANCIAL MANAGER | ASSISTANT MARKETING MANAGER | SALE  
 MANAGER | | 870126-56-5154 | 890712-14-6196 | 890930-08-5408 | | | | | | | |  
 | | ..... | ..... | | WAN NUR ATIQAH BINTI WAN  
 AHMAD SHAHAROM | MOHD SYAZWAN BIN RAMLI | | | OPERATION MANAGER  
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 ..... | ..... | | SITI ZUBAIDAH BINTI YUSAK |  
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 | ASSISTANT LOGISTIC MANAGER | | | 881203-43-5198 | | |

ACKNOWLEDEMENT First of all thanks to Allah S. W. T for give us time to prepare this Business Plan for Entrepreneurship (PPN 254) at the right times. Not to be forgetting our beloved lecturer Madam Lily Suriana Binti Hassan, thanks for your guide and help us to complete this Business Plan. We feel very happy to doing this project. At the same times we also get many experiences, skill and knowledge during prepare business plan for next project (PPN 255).

We also want to thanks to ourfamily, friend and supplier for helping and give full commitment to our group until this Business Plan are fully completed.

EXECUTIVE SUMMARY In this business, we have decided to preparedfoodand drink in our menu. We prepared this menu exclusive for lecturer, staff and also student college. In our menu we have decide to sell fried mushroom, “Rojak Buah”, and also Nata De Coco Soda Juice. The reason that we choose this menu is because, most of the student seldom to choose this menu as their business plan project. The specialty of fried mushroom is crunchy and has also had three types of flavors that original, curry, and black pepper.

It is suitable for everybody. The second menu is “Rojak Buah”. This menu is a vegetables salad food that has a mixture of fruits and raw vegetables like pineapples, turnip, cucumber and mango. The special of this menu is we mix all the local fruits with the gravy. The main factor that make our “Rojak Buah” more delicious is the thicken gravy, spicy and suitable to all people and it also has a lot of vitamins from the fruits and nuts. Lastly is the Nata De Coco Soda Juice. We choose this types of drink is because the taste is unique and delicious. It has mixed with the bicarbonate soda and Nata De Coco. It also has two types of flavor that is Sunkist and syrup.

It's also full of vitamin C and effective for our body. INTRODUCTION Firstly, we are planned to establish Secret Nim's company which is provide food and drink. Our company will run a business which related with a sell food and drink to our customer at Lobby College. We also provide many kind of food and drink. Our main target is lecturer, staff college, and student. We start our preparation at 12 o' clock and start our business at 1 o' clock until 4 o' clock. And our vision is to be friendly and create a close relationship with customer and make the customer will satisfy with our services. We plan to start our business in July 2009. We select this business because it has a bright future.

Even though, we have a competition, we still can achieve our target because use different concept to attract customer to visit our booth and also give a good quality food and drink to the customer. THE PURPOSE The business plan is prepared by Secret Nim's company. We make this business because to solve the assignment for entrepreneurship (PPN 254 and 255) for this semester and next semester. We make this purpose business plan early because we want our preparation for this subject is more systematic and make our spirit to target ' A ' for subject entrepreneurship (PPN 254 and 255). Another purpose that we get is to have a good proper planning to open the booth within the lobby college, hostel and have a good manage base on business planning. It also can increase our skill and knowledge about entrepreneurship (PPN 255).

Other than that, we also can get a guideline for our business next semester and make anyone interest, and understand this vision, mission and our goal.

Logo SECRET[pic] NIM'S Theme : White and Red White : Clearness is Num

one Red : Work in a group together is our spirit and always ready to take any risk at any time The black frying-pan and the word of ' Secret' The word of ' Secret' is the images of the mysterious of our black frying-pan. " Nim's" is word that come from theMexicanethnic. Nim's means a mushroom. It also our main menu in our business. COMPANY BACKGROUND a) Name of company: ? SECRET NIM's b) Business Address: ? Kolej Poly-Tech Mara Bangi Seksyen 14, Teras Jernang 43000 Bandar Baru Bangi Selangor Darul Ehsan ) Correspondence Address: ? www. SECRET NIM's. blogspot. com d) Organization: Actually SECRET NIM's partnership business has some committee, which is: • Administrative manager • Marketing manager • Operation Supervisor • Financial manager • Financial Supervisor • Logistic Manager • Sales Manager e) Main Activity: | Working hours | Settings in operations | 1 hour | 12. 00pm - 1. 00 pm | | Delivery and service | 3 hours | 1. 00pm - 4. 00pm | | Working days | 5 days | Monday | 1. 00pm -4. 0pm | | | Tuesday | | | | Wednesday | | | | Thursday | | | | Friday | | | Holiday | 2 days | Saturday |- | | | Sunday | | PARTNERSHIP AGREEMENT LETTER The Business Registration Act 1956 does not specify that the formation of a partnership business must be followed by the written agreement between or among partners. However, it is necessary for the business to have some kind of Contract or Partnership Agreement to avoid any misunderstanding that may occur among the partners. Secret Nim's Partnership Agreement: 1. Name of the company: • Secret Nim's 2. Date of agreement: • 1 March 2009 3. Type of business: • Partnership 4. Duration of partnership: • The duration of the partnership to prevent the dissolution of the business. The agreement should also state that in the

event one partner passes away or withdraws from the partnership, the business will not be dissolved. 5. Responsibility of partnership: • Individual involved in managing the partnership business • Each partner did not make a secret profit. 6. Capital: • The accounts of the business and share capital that show the contribution of each partner and the right and obligations of each partner towards the capital. 7. Properties: The properties acquired have been are considered as assets of the business. 8. Profits and losses: • All the profits depend on share contribution among partner. • Losses will be share equally. 9. Salary: • Salary all the partners are paid base on hourly rate only workers receive monthly salary. ADMINISTRATIVE PLAN INTRODUCTION OF THE ORGANIZATION Our company is SECRET NIM's, SECRET NIM's has a higher target to set up an organizational goal to achieve our objective. The goal is to maximize the value of our restaurants before converting it to cash and minimize the amount of time consumed. The company chooses organization structure by functions because it is suitable with our business.

This activities in a business are divided into administrative, marketing, financial, selling and operating. Vision to SECRET NIM's company is give good services to our customer, provide the higher quality in product, provide delicious menu, change menu in short time , sales with acceptable price and SECRET NIM's sales based on what customer needs and wants to give profit in the sales. With vision SECRET NIM's we make sure customer satisfy with our service and will come again to buy SECRET NIM's product. Mission to SECRET NIM's is to get more regular customer , and make sure all customer satisfy the good service based on their needs and wants.

SECRET NIM's also provide the product with high quality with acceptable price to get more regular customer and also can get high profit in sales. SECRET NIM's company hopeful customer give support to achieve our target and objective which to maximize the profit. Support from customer also can get back profit around three years times. [pic] | MANPOWER PLANNING | | | |

Position and the number of staff	Position	Number of staff
	Administrative Manager	1
	Operation Manager	1
	Financial Manager	1
	Operation Supervisor	1
	Financial Supervisor	1
	Sales Manager	1
	Marketing Manager	2
	Logistic Manager	2
Total	10	

POSITION	MAIN TASK
GENERAL MANAGER	Responsible to manage the company activities     Manage and organize the organization
MARKETING MANAGER	Make the sales forecast and negotiate the target market in the       company     Find and determine the customer needs and wants     Create an advertisements and promotion
ASSISTANT MARKETING MANAGER	Helps marketing do the forecast and negotiate in the target       market     Check and make sure all the work already done and complete
OPERATION MANAGER	Planning and controlling the company operation     Make sure the equipment are always safe     Ensure all the facilities in top condition
ASSISTANT OPERATION MANAGER	Helps operation manager planning and controlling the company     Check all the task about operation settle and complete
FINANCIAL MANAGER	Manage and organize company accounts     Ensure the company achieves the maximum target profits     Keep the data amount of sales every month
ACOUNTANT MANAGER	Responsible to do accounts about salary or wages for staff

SCHEDULE OF TASKS RESPONSIBILITIES  
 SALES MANAGER | Responsible to do target sale every day | | | | |  
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Responsible to make sure the sales of the company are in a good condition

**LOGISTIC MANAGER** Responsible to make sure the transportation are ready

**ASSISTANT LOGISTIC MANAGER** Help logistic manager to find all the

material

Make sure all necessity all ready done

**SCHEDULE OF REMUNERATION**

Remuneration for Administrative Staff

Position	No.	Monthly Salary (RM)	EPF Contribution (2%)(RM)	Socso Contribution (13%)(RM)	Total (RM)
Administrative Manager	1	5000	650	100	5750
Marketing Manager	2	3000	390	60	3450
Operation Manager	1	2500	325	50	2875
Financial Manager	1	3500	455	70	4025
Operation Supervisor	1	2000	260	40	2300
Financial Supervisor	1	2500	325	50	2875
Sales Manager	1	2000	260	40	2300
Logistic Manager	2	2000	260	40	2300
<b>Total</b>	<b>10</b>	<b>22500</b>	<b>2925</b>	<b>450</b>	<b>25875</b>

Position | No. Monthly | EPF | Socso | Amount | Salary | Contribution |

Administrative Manager | 1 | 5000 | 650 | 100 | 5750

Marketing Manager | 2 | 3000 | 390 | 60 | 3450

Operation Manager | 1 | 2500 | 325 | 50 | 2875

Financial Manager | 1 | 3500 | 455 | 70 | 4025

Operation Supervisor | 1 | 2000 | 260 | 40 | 2300

Financial Supervisor | 1 | 2500 | 325 | 50 | 2875

Sales Manager | 1 | 2000 | 260 | 40 | 2300

Logistic Manager | 2 | 2000 | 260 | 40 | 2300

**Total** | **10** | **22500** | **2925** | **450** | **25875**

**ADMINISTRATIVE BUDGET**

Item	Weekly Expenses	Monthly
Petrol	25	(25x4)=100
<b>Total</b>	<b>100</b>	<b>100</b>

**SALES FORECAST**

Item	Fixed Assets	Monthly	Other
Promotion: Pamphlet	-	-	10
Poster	30	-	-
Notice	10	-	-
<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>

**MATERIAL REQUIREMENT FOR 1MONTH**

Fried Mushroom



Item	Quantity	Price	Total	Supplier	Required	per unit
Purchase		(RM)	(RM)			
Flour	20 kg	15	300	NSK SDN. BHD.		
Eggs	120 pics	0.33	39.6	NSK SDN. BHD.		
Oil	5 kg	9	45	BINTANG		
Mushroom	20 kg	12	240	NSK SDN. BHD.		
Sauces	6 kg	8	48	NSK SDN. BHD.		
Salts	0.5kg	0.3	0.3			
Total			44.63			

Item	Quantity	Price	Total	Supplier	Required	per unit	Purchase
Fruits :							
Guava	20 kg	4	80	BINTANG			
Pineapples	40 unit	1.	48	BINTANG			
Cucumber	40 kg	4	160	BINTANG			
Turnips	40 kg	2	80	BINTANG			
Mango	20 kg	5	100	BINTANG			
Rojak paste	10kg	2	20	JENAB ENTR.			
Peanuts	2 kg	4.5	9	BINTANG			
Salts	0.5kg	0.3	0.3	BINTANG			
Total		33.8	497.				
Drink Water							
Sugars	10 kg	1.6	16	BINTANG			
Sunquicks	20 bottles	9	180	BINTANG			
Nata De Coco	20 bottles	4.	90	BINTANG			
Waters							
Syrups	5 bottles	2.5	12.5	NSK SDN. BHD.			
Soda	12 bottles	2.7	32.4	NSK SDN. BHD.			
Ice Cubes	20 bags	3	60	ATLAS ENTR.			
Straws	2 packets	2	4	MYDIN			
Cup(Mushroom)	20packets	6.5	130	MYDIN			
Cup(Water)	40packets	6.5	260	MYDIN			
Plastics Bags	5 bags	2.5	12.5	MYDIN			
Polysteryn	10packets	9	90	MYDIN			
Sticks	2 packets	3	6	MYDIN			
Total		52.8	893.4				

TOTAL | 120.43 | 2063. | OPERATION BUDGET

ITEM | WEEKLY (RM) | MONTHLY EXPENSES | Salaries | 0 | 25875 | Petrol | 25 | 100 |

MARKETING PLAN SERVICE DESCRIPTION Secret Nim's booth is a provide many kind of food and drink. We prepare many variety food and drink such as fried mushroom and rojak. We also provide drink that we call it

Nata De Coco Soda Juice . It have two flavour which is sun quick and syrup. Customer either can choose mixed it up together.

We also high light the clearness of our booth that more were for bringing image of our company. The flexibility of our place is the most our important. We also provide open table to our customer if they want to eat or drink at our booth. TARGET MARKET Secret Nim's has a several target market. To achieve our goal, we have to know our location and target customer for increasing our sale. Our main target is student, lecturer and staff how stay in the Kolej Poly-Tech Mara Bangi. The product that we want to produce is food and drink. It is because the student, lecturer and staff do not need to spend more money on traveling cost to buy from outside Kolej. Our price is also cheaper than outside Kolej so everyone can buy our product.

To make this clear, we have listed our target market below: Market Size A survey of 3 types of sales, rojak, fried mushrooms, and drink water showed that we gain from normal sales are about RM1375 a week. We proceeded to estimate the potential sales for a month as RM 5500. Before estimating the final market size, the business took into consideration factors that may affect such as the semester break. Using this information, Secret Nim's estimated the market size to be only RM 1200. COMPETITOR It is nature that every business has their competitors. Secret Nim's also faces the same situation. Our competitors are Secret Nim's Company and Village View Company.

COMPETITORS	STRENGTHS	WEAKNESS
Secret Nim's	Cheaper	Waste time
Company	Good service	Not regular customer
Village View	Expensive	Take time waiting turn
Company	Slow service	Have regular customer

[pic] Marketing Strategy In other to attract people attention to





Less : Operating Expenditure	Administrative expenses	
Petrol	100	100
Marketing Expenses	Promotion	50
Operational expenses	Drink Water	390.9
Rojak	497	
Fried Mushrooms	673.2	
Others	502.5	2063.6
NET PROFIT	3286.4	

#### LAYOUT OF PICK UP BOOTH KT KAMIL FINANCIAL PLAN(COST OF PROJECT)

#### PRO FORMA CASH FLOW PROFORMA INCOME STATEMENT PROFORMA

#### BALANCE SHEET CONCLUSION SECRET NIM's company success in doing the

business plan together. Business plan for this company including financial,

product , quantity, quality, accounts , marketing, operation plan and many

more. It was create by us which means individuals or group which eager to

achieve a dream and or future understanding based on development . Our

partnership consist ten partners and the entire partner have their own

responsibilities. Each partner was giving their fully cooperate along doing

this business plan. Good discussion from each partners give business plan

complete and perfect. Information for our business already use in marketing

strategic such as SECRET NIM's provide menu, pamphlet, poster, and notes

to customer. For notes company already inform at hostel and College Poly-

Tech Mara Bangi. SECRET NIM's company hope with supported from

customer can give company to achieve our objective and target to get more

profit and give business successful.

APPENDICES Rojak Buah Panggilan Pulau [pic][email protected]com Resepi cafe.... Ciptaan suami.. Created on : 02-06-2007 Print E-mail kepada kawan Tulis Laporan Bahan-bahan ( ) • KUAH ROJAK • 20 tangkai cili kering (boleh lebihkan jika suka pedas) • 2 cawan gula pasir • 1 cawan brown sugar • Belacan sebesar ibu jari (dibakar) • 5 sudu besar otak udang • 5 sudu besar sos tiram • Sebotol kecil kicap lemak (saya guna cap tamin) • Garam dan bijan secukup rasa • • BUAH • Nanas • Jambu air • Timun • Sengkuang • Mangga/pauh muda • Kedondong Cara-cara 1. Rendam cili dgn air panas kemudian goreng tanpa minyak hingga kering. Bakar belacan hingga naik bau. 2.

Kisar cili, gula pasir, brown sugar, belacan, otak udang, sos tiram dan kicap bersama air hingga betul-betul halus. 3. Masak bahan kisar ini di atas api kecil hingga pekat dan licin. Hendaklah sentiasa mengacaunya utk mengelakkan ianya menjadi gula hangus. Tambahkan air jika perlu. Tambahkan garam secukup rasa. Bila sudah pekat tambahkan bijan yang telah digoreng tanpa minyak. Boleh lah dia angkat dan di biarkan sejuk. 4. Potong buah mengikut citarasa anda. Masukkan dalam mangkuk dan masukkan kuah rojak yang telah sejuk. Taburkan kacang tumbuk jika suka. Sedia dihidang. 5. NOTE : Kuah rojak ini boleh juga dibuat kuah utk sotong kangkung. Simpan kuah rojak ini di dalam peti sejuk.