

UNIVERSITI TEKNOLOGI MARA
CAMPUS SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

DORA ENTERPRISE "DORAYAKI"

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1.4 EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which compete each other. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well. Normally, entrepreneurship opens up business because want to get maximum profit.

After we made some decision, we determined to produce and sell Dorayaki with various flavour of ice-cream in our lounge restaurant. Before we made this decision, we already did various methods to identify the chance in the business field. Nevertheless, our company name is DORA ENTERPRISE which established as partners' company. We will start our company on 1 January 2011.

We confident to run in this business field where we can gain our business target. Our priority is to make sure our product will brings happiness to the customers. This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. Even though there are already existed Dorayaki in this business field, but we are try to complete the weaknesses of them. We will come up and provide various flavour of ice cream for Dorayaki such as, red bean, green tea, yam, vanilla and chocolate. In our business, we will put a priority on the quality of the product and services as well as the costumer's satisfaction.

Our target market helps us in producing product where we are focus in Kota Kinabalu as our first step before expand our company. We use several methods to get important information from various resources. There are through interview and our observations about society demands. The result helps us making in marketing analysis about our market size, determining our main competitors, the sales forecast and the marketing strategies.



1.4.1 INDUSTRY OVERVIEW

The name of Dorayaki cake is familiar to us. This is because these pancakes are often consumed by Nobita, a cartoon character in Doreamon hit. Dorayaki is very popular in Japan. Even now, its popularity has spread to countries in other Asian. Dorayaki is belong to the category of the traditional Japanese cake (Wagashi) that looks a bit chubby round, consisting of two pieces glued cake with red bean paste. In addition there are variations in original taste of Dorayaki such as Dorayaki red beans and Dorayaki chocolate.

We have determined to produce Dorayaki with variety of taste as our product. We choose this product so that we can commercialize it throughout Sabah, Malaysia and even overseas. Dorayaki is a type of Japanese confection which consists of two small pancakes like patties made from castella wrapped around a filling of sweet red bean paste. Incidentally, Castella is a popular Japanese sponge cake made of sugar, flour, eggs, and starch syrup, very common at festivals and as a street food.

It originally only had one layer, and the current shape was invented in 1914 by Ueno *Usagiya*. In Japanese, *dora* means "gong", and because of the similitarity of the shapes, this is probably the origin of the name of the sweet. Legend has it that the first Dorayaki were made when a samurai named Benkei forgot his gong (*dora*) upon leaving a farmer's home where he was hiding and the farmer subsequently used the gong to fry the pancakes, thus the name Dorayaki.

Even though there are already existed Dorayaki in this business field, but we try to overcome the weaknesses of them by introducing different types of filling of Dorayaki which we use fruits jam, chocolate, cheese, green tea cream and so on. Through our business plan, also from our commitment, cooperation and proper management we hope to operate our business smoothly and be a successful manufacturing entity.



1.5 PURPOSE OF BUSINESS PLAN

This business plan is prepared by Dora Enterprise for several of reasons.

Firstly, this business plan is to evaluate the project viability and growth potential. It help us that to ensure we can achieved our level of competence in business field because we already calculated the risk such as bad management that normally face that by other organization. Our expectation can avoid the risk that we already calculated. In addition, it also helps our performance done systematically.

On the other hand, this business plan acts as a guideline for the management. It ensures our action done according to the plans we have listed, for example we can prevent over budget in financial statement.

Furthermore, this business plan contributes to identify the opportunity in conducting business. It makes us easy to determine our business objectives and to be more focus in achieving our goals.

Last but not least, we want to ensure all the business resources are fully utilize to avoid surplus and shortage. As a result, we can avoid wastage of resources and help us to manage our resources efficiently and effectively.