



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE  
AND POLICY STUDIES

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)  
BUSINESS PLAN  
SIMPLY DELICIOUS

GROUP MEMBER'S NAME:

FAHMIRA BINTI ABDUL FATAH	2011538697
ZARIN ZALIKHA BINTI MOHD ZAINI	2011116581
REBECCA ROGER	2011127981
SITI JALIHA ABDUL RAHMAN	2011436978
SHIRLEY VANESSA SEBASTIAN	2011763611

LECTURER'S NAME: KASMIR SINGH

CLASS PROGRAM: AM1104A4

SUBMISSION DATE: 24 SEPTEMBER 2013

CONTENT	PAGE
<b>ACKNOWLEDGEMENT</b>	3
1.0 INTRODUCTION	8
1.1 EXECUTIVE SUMMARY	8
1.2 INTRODUCTION	9
1.3 BUSINESS LOGO & DESCRIPTION	10-11
1.4 PURPOSE OF BUSINESS PLAN	12
1.5 BUSINESS BACKGROUND	13
1.6 SHAREHOLDERS BACKGROUND	14-18
1.7 BUSINESS LOCATION	19
<b>ADMINISTRATION PLAN</b>	20
2.0 Introduction	21-22
2.1 Business Vision & Mission	
2.1.1 Vision	23
2.1.2 Mission	23
2.2 Business Objective	24
2.3 Organizational Structure	24
2.4 Organizational Chart	25
2.5 Administrative Personnel	26
2.6 Partnership Contribution	27-29
2.7 Schedule Of Task & Responsibilities	30
2.8 Job Description	31-32
2.9 Schedule Of Remunation	33
3.0 Employee Intensive Scheme	34-35
3.1 Office Layout	36
3.1.1 Guidelines	37
3.1.2 List Of Office Equipment & Furniture	38
3.2 Administration Budget	39-40
<b>MARKETING PLAN</b>	41
4.0 Introduction	42
4.1 Marketing Process	43
4.2 Product	44
4.3 Target Market	45
4.4 Market Size	46

4.5 Market Segmentation	
4.5.1 Geographic aspect	47
4.5.2 Demographic Segmentation	47
4.5.3 Behavioural Segmentation	47
4.6 Strength & Weakness Of Competitors Analysis	48
4.7 Advantage Of Our Product	49
4.8 Market Share	
4.8.1 Market Share Before Enter The Market	50
4.8.2 Market Share After Enter The Market	51
4.9 Sales Forecast Year 1 until Year 2	52-53
4.9.1 Sales Forecast Analysis	54-55
5.0 Marketing Strategy	
5.1 Product Strategy	56
5.2 Pricing Strategy	57
5.3 Promotion strategy	
5.3.1 Business Card	57
5.3.2 Flyers / Brochures	58
5.3.3 Billboard	59
5.3.4 Advertising	59
5.3.5 Internet	60
5.4 Place Strategy	61
5.5 Marketing Budget	61
5.6 Conclusion	62
<b>OPERATIONAL PLAN</b>	63
6.0 Introduction	64
6.0.1 Operational Objective	65
6.0.2 Mission	65
6.0.3 Operational Strategies	65
6.1 Operational Structure	66
<b>6.2 Process Planning</b>	67
6.2.1 Process Flow Chart For The Production Of Original Keropok Lekor	68
6.2.2 Process Flow Chart For The Production Of Crunchy Keropok Lekor	69

## 1.0 INTRODUCTION

### 1.1 EXECUTIVE SUMMARY

The name of our company is Simply Delicious. Our company is a business that provides keropok lekor to the customer.

Our office is located at Tanjung Aru First Beach, Kota Kinabalu, Sabah. We expect to start up our business on December 2013. With the reference of government of Sabah there are 3.12 million people in Sabah.

The future prospects of our business are people around Sabah and at the same time aiming the international tourist. This is because, by referring the statistic of Sabah Tourism, the most visitors to Sabah are people who are live within Malaysia. On the other hand, international visitors are mostly half of the domestic visitors. This business has a high potential to expand.

In order to make this project happen we are requires funding's RM 75,000 to start the business. We are prospecting to increase 5% and 10% sales of our business on second and third year respectively.

*Mamamiaaaaaaaaaa..*

*..SIMPLY DELICIOUS..*

## 1.2 INTRODUCTION

Simply Delicious is business plan of a cafe serving Malay food in Malaysia, especially keropok lekor. Some call them fish fritters, fish sausages or fish sticks, fish crackers but in Malaysia, they are called keropok lekor. It is traditional fish sausage normally consumed as a morning and evening snack. Keropok lekor are actually made from processed fish meat mixed with salt and tapioca flour. This mixture is then hand rolled into sausage shaped around 6 to 10 inches long and immediately cooked. Name was chosen by our Financial Manager, Miss Shirley Vanessa Sebastian.

The company's name as Simply Delicious because of the taste of our main product which is refers to our keropok lekor. Miss Fahmiera Binti Abdul Fatah is the one that fuse of the Simply Delicious business. Our keropok lekor is unique and different from others keropok lekor. We have many type of keropok lekor. It comes in three main forms where it was original, crunchy and crunchy cheese keropok lekor. Original keropok lekor, will be cooked it in two ways which is fried and grill. Meanwhile, we try to innovatethe original keropok lekor into the namely crunchy keropok lekor. The substance in crunchy keropok lekor is still same with the original one but the crunchy keropok lekor is more crunchies and look like nuggets. We also add some flavour to our keropok lekor whichis crunchy cheese keropok lekor. The cheese which diced into cube will pour into the fish mixture and then shaped it into a small size before being boiled and fried. All these three types of keropok lekor are frequently served with dipping sauces.

Now, we are planning to open our business by using our own secret recipe. We hope that our business of keropok lekor will be expanded and get good responses from our customers.