



BUSINESS PLAN
“MULTIPURPOSE FOOD SLICER”

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Executive Summary

TOMBIRUO ENTERPRISE

This business proposal presents an overview of business description, activities and goals for Multipurpose Food Slicer within three (3) years forecasted business period. Tumbiruo Enterprise start up the business in Pasir Gudang, which is a developing city. Our mission is to invent products that can make other people lives more easier. Our company guarantees that our product is an eco-friendly product as our vision is not only to provide technology to people but also creating technology that could conderve energy. Tumbiruo Enterprises operating at Taman Perindustrian Pasir Gudang, Pasir Gudang from Monday to Friday for 8 hours (8 a.m – 5 p.m). Our product which Multipurpose Food Slicer can ensure that the product can be more helpful for people in a SME, catering and F&B industries.

Tumbiruo Enterprise aims to penetrate the market with 15% of market share among its main competitors which are Bosch with averaging the forecast sales of **RM 166,380.00** monthly and it would generate about **RM 1,996,560.00** sales revenue in the first year. The business will experience **2%** and **5%** increment in sales revenue and working capital for the second and third year of business. The total project implementation cost for **RM 28,428.00**. In order to ensure the business will experience sustainable growth, Tumbiruo Enterprise plans to develop its new product which is an automatic food cutter.