



UNIVERSITI TEKNOLOGI MARA
KAMPUS NEGERI SABAH

FUNDAMENTAL OF ENTERPRENEURSHIP
ENT 300

BUSINESS PLAN
DELICIOUS LUK-LUK

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TABLE OF CONTENT

TITLE

List of content	i-ix
Acknowledgement	1
1.0 Introduction	
1.1 Executive summary	2-3
.2 Company Background	4
ADMINISTRATION PLAN	
2.1 Introduction	6
2.1.1 Business Vision	7
2.1.2 Business Mission	7
2.1.3 Business Objective	7
2.1.4 Business Address	7
2.2 Organizational Chart	8

2.3 Task and Responsibility	10-12
2.4 Schedule of remuneration	13
2.5 Employee Incentive	14
2.6 Administration Budget	15-16
MARKETING PLAN	
3.0 Marketing Plan	18
3.1 Objective of Marketing Plan	19
3.2 Target Market	20
3.3 Market Size	21
3.4 Main Competitor	22-28
3.5 Market Share	29-30
3.6 Price List	31
3.7 Sales Forecast	32-34

1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

Delicious Luk Luk is a food truck service that sells variety of foods with a cheap price to the consumers. Our food truck will be in two different places at noon and night, since we are targeting the low income people and University students from UiTM Kota Kinabalu, Politeknik Sepanggar, Institut Kemahiran Mara Sepanggar and other institutes nearby Sepanggar, we will start our business at Indah Permai Sepanggar because it is the most strategic location and it is easier for our customers to find our food truck there. Our business will move to Tanjung Aru beach at night. We decided to open our business there because Tanjung Aru beach is one of the main attractions in Kota Kinabalu and lots of people will visit Tanjung Aru beach every day and we saw an opportunity to attract more customers there.

The main products that we will produce are economy rice and Luk Luk. We have chosen to produce economy rice because "food truck service" has been a very popular business in Kota Kinabalu over the year and we wanted to make something unique by producing economy rice as our main product since none of the other food truck services served as one of their menus.

Other than that, we also offer delivery service to our customers without any charge. The delivery service will be done at any time in a day since we have our own transportation other than the food truck, this will make it easier for us to make our delivery service at any time. That is what makes our business unique because one of our missions is to satisfy our customers' wants and needs.

Delicious Luk Luk are very sure that this business has potential to be successful because we are providing meals that are freshly cooked at our food truck before we served them to the customers and we also sells them in a large portion but in a cheaper price than other restaurants nearby our location.