

PRINCIPLES OF ENTREPRENEURSHIP
ENT530
ETHNIC DELICACY

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FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF ADMINISTRATIVE (HONS.) FINANCE
UNIVERSITI TEKNOLOGI MARA
2017



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UNIVERSITI
TEKNOLOGI
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ETHNIC DELICACY

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Table of Content

Content **Page Number**

| | |
|--|-------|
| i. Executive Summary | 1 |
| ii. Acknowledgement | 2 |
| 1. Introduction | 3 |
| 2. Company Profile | 4-6 |
| 3. Partner's Background | 7-9 |
| 4. Partnership Term Agreement | 10-18 |
| 5. Environmental Industry Analysis | 19-22 |
| 6. Description of Venture | 23-24 |
| 7. Operation Plan | 25-31 |
| 8. Marketing Plan | 32-50 |
| 9. Organizational Plan | 51-53 |
| 10. Assessment of Risk | 54 |
| 11. Financial Plan | 55-61 |
| 12. Milestone | 62 |
| 13. Conclusion | 63 |
| 14. Appendices | 64-65 |

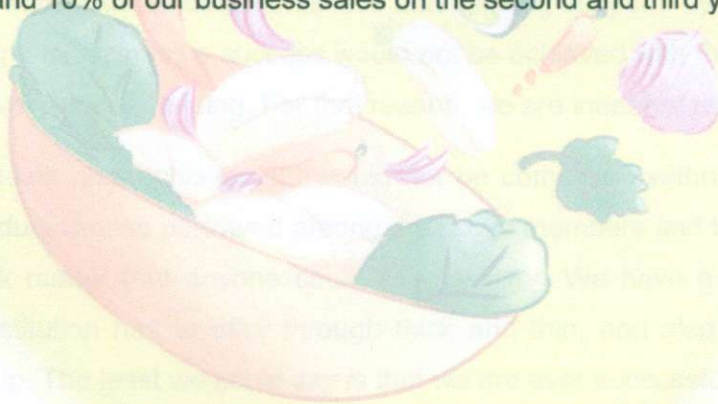
Executive Summary

The name of our business is Ethnic Delicacy. It is a business that sells traditional foods around Kota Kinabalu and nearest to the capital. We see this as an opportunity to promote and educate the people about the traditional foods of Malaysia since that most of the people are not really exposed to the foods that we have in this nation.

Our company would be offering a variety of traditional foods starting with selling one of Sabah's favorite local food, the 'Hinava' from the ethnic of Kadazandusun. Using the freshest ingredients, we can find, we are also aiming to promote healthy eating since our product contains no harmful chemicals.

The nature of our business is partnership. We do our business at home located in Kampung Pasir Putih, Putatan. The date expected to start up our business is on September 2017. We are starting small by selling this product to students and lecturers around the UiTM Kota Kinabalu campus as well as from the public around Kota Kinabalu, Penampang and Putatan areas.

Since our target market consists of students and publics, the business has a high potential to expand from now on. From this, the prospect of our business in the future is to have increased 5% and 10% of our business sales on the second and third year respectively.



Acknowledgement

It is our foremost respects and gratitude along with our highest and deepest appreciation for the grace of God in allowing and making it possible for us to accomplish this business proposal that sets as a requirement for the course Principles of Entrepreneurship, coded ENT530 for our Bachelor Degree of Business Administration (Hons) Finance. With our utmost effort and hard work, we have managed to complete this proposal by means of proper timeliness.

As a group, we are thankful to our supportive and dedicated lecturer, Mr. Cyril Supian, who has been determined yet understanding towards our behaviors and attitudes as students and guiding us along the way to help in completing this business proposal. We are eternally grateful for his encouragement.

Nevertheless, we would also not be able to carry on with the journey as students and future entrepreneurs without the unconditional love and aspiring supports by our families. For us to keep on making this business a success would not be achieved with their supports and blessings and being very understanding. For that reason, we are indebted towards them.

Last but not least, this achievement would not be completed without the diligence, hardworking and productiveness portrayed among the group members and the togetherness is the only teamwork matter that anyone could ever ask for. We have gone through the adversity that the institution has to offer through thick and thin, and also discovering the ultimatum of friendship. The least we could say is that we are ever successful in what we do.

2.0 Company Profile

The name of our company is 'Ethnic Delicacy' which is a partnership business with a collaboration of three members. The members consists of Anastasia Diasip (2016577521), Nur Azureen binti Inchiem (2016315039), and Natasya Aqilah binti Mat Azim (2016351913). We have agreed to open up a business that sells traditional foods of Malaysia starting with the local food in Sabah which is the 'hinava'. We created this business on the 10th of October 2017 and immediately created a Facebook page along with an Instagram account as we aim to become an online business therefore creating a platform in the social media for us to gain an audience and connect with the customers through the social media account.

We strongly believe that this business of selling traditional ethnic food is a good idea as we see that there is not a lot of people selling these type of food and we also noticed that not a lot of people are aware of the traditional foods and the tradition is dying out since there is a huge amount of hipster-inspired foods skyrocketing the food market in Malaysia and all around the world.

By that, we wish to educate and promote more about the traditional foods to the people one product at a time. We are hoping that everyone will try to taste the wonderful traditional foods that the nation has to offer.