



UNIVERSITI TEKNOLOGI MARA
SABAH

FACULTY OF APPLIED SCIENCE
FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR300)

LUSCIOUS BORNEO

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First of all, we are grateful to god, the most compassionate and Most Merciful as he guided us in preparing this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation between the members, we will never have managed to finish this proposal on time. Also a big thanks to our families and friends who gave us advice on certain areas and also for the support and faith they had in us in completing this proposal. Our hearts goes out to all of you.

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We have faith that our business will go very far in the future because it is something quite new and it will also encourage human beings to become more colorful and creative in life. We can definitely see how business opportunity will grow in the future. With the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we will be able to understand how business in the real world works and we certainly look forward in making this business plan more than just a piece of paper. With faith, everything and anything is possible.

With love,
Luscious Borneo.



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1.0 INTRODUCTION

Kuih Lidah is one of the commonly known delicacies of Sabah. This cake originated and was made famous by the Malay-Brunei community living in the district of Papar, specifically Kampung Berundong, which is located on Sabah's eastern coast. Usually, the basic ingredients that are required to make Kuih Lidah are milk, icing powder, sugar and butter. The most common form of packaging for Kuih Lidah is packing in plain plastic bags and sold at stalls, shops and market in neighboring districts.

Today, many manufactures produce only one type of Kuih Lidah flavor. Our company came with the idea of producing Kuih Lidahs with a variety of flavours such as strawberry, chocolate, vanilla and sambal while still retaining the original taste of Kuih Lidah.

Our aim is to attract potential buyer as well as becoming a pioneer in producing kuih lidah in various flavour so that we are different from the other competitors. Apart from that, we also provide delivery services to every shop that demand our products. We also provide opportunities for customers to evaluate the new taste of our very own kuih cincin.



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1.2 BUSINESS PLAN PURPOSE

VISION

To become the main supplier of Kuih Lidah in Sabah.

MISSION

To penetrate the market of Kuih Lidah not only in Sabah, but also in the Peninsular Malaysia as well as in Sarawak.

To produce Kuih Lidah with a variety of flavors.

To make Sabah's traditional biscuit on par with other product.

1.3 BUSINESS OBJECTIVES

The objectives of Luscious Borneo Enterprise are :

- Using the high quality raw materials in order to produce the best Kuih Lidah for local and global
- We want to achieve profit RM 80 000 within 5 years our company operated.



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Administration plan

2.1 INTRODUCTION

Administration planning is the first part in business planning. Administration manage activities that needed to control operation in the organization so that it will align with the business planning. This is because the succession of a business is depends on effectiveness and accuration in administration management. An organization or entrepreneurs need to determine the deserve and experiences person to manage a part in the organization.

2.2 ADMINISTRATION'S OBJECTIVES

- 2.2.1 To ensure the administration plan can achieve their objective, mission, and vision of organization.
- 2.2.2 To ensure that good service is provided to customer and providing a good scenario in the business.
- 2.2.3 To determine task and responsibilities and clarifies their needs by providing incentive such as annual leave, insurance, medical leave and emergency leave.