



UNIVERSITI TEKNOLOGI MARA SABAH
DIPLOMA IN HOTEL & TOURISM MANAGEMENT
NET300: FUNDAMENTALS OF ENTREPRENEURSHIP

K-SAN, S LEGACY
"SWEET3"

PREPARED FOR:
MADAM SHARIFAH NURAFIZAH BINTI SYED ANNUAR

PREPARED BY

KENNEDY PAULUS	2012695522
SOFIA SARMIMI BINTI SARIPIN	2012638002
ANASTASIA JASKIN	2012646088
NORFATIAH BINTI MAR	2012832684
SUNTISON KK PETER	2012871108

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INTRODUCTION

Nowadays, making a business in Malaysia is one of the main ways for people to generate income for their living in daily life. Especially in food industry business, it is more likely to be moving towards success, due to the reason that Malaysia people love to eat. At this point of view, we can see that many people are trying to involve themselves into food industry business as a way for to gain more profitable income.

The reason why we choose K-SAN'S as our company name is because of the combination of the first letter of our member name, which is Kannedy as K, Sofia as S, Anastasia as A, Norfatihah as N, and Suntison as the last S.

Our company main product is sweet 3. Sweet 3 is actually a pudding made up of three layer sweet. The upper layer of the pudding is curds powder, the middle layer is fresh combination of different fruits, and the lower layer is the sweet and delicious pudding. We also give the opportunity to our customers to choose two types of any flavoured and mix them together.

Sweet 3 will be launched on 04 September 2014, and the location will be at basement floor, 1Borneo shopping mall. 1Borneo shopping mall is a happening place to hang out with friends and families, especially during the weekends and public holidays.

PURPOSE OF THE BUSINESS PLAN

The long-term goal of K-SAN'S company is to be a profitable company, satisfy the customer wants and needs, and to achieve the company mission & vision. In the long run, we want to expand our business in the whole country, international & Domestic. This business plan is the guiding to get it done. Apart from that, the purpose of business plan is:-

1. To view and evaluate the business progress.
2. Analyse and evaluate the viability of a proposed venture.
3. Relevant parties as to the investment potential of the project.
4. As a guideline in managing the business.
5. To do a financing and business resources allocate effectively