



ENT300

BUSINESS PLAN

KITE Partnership



Hot Grillicious Sauce

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EXECUTIVE SUMMARY

KITE Partnership I company that generally known as selling sauce which are familiar in Malaysia. We are categorized under Small Medium Enterprise (SME) in Malaysia. We serve good quality in selling our product to customers.

Our company consists of five members whereby all the members give full support to this project and willing to contribute the same amount of capital which RM 72000 except the general manager who contribute more than other members which is RM 192000. Why we choose to produce sauce? It is because sauce can make food more delicious and people can enjoy when eating. Furthermore, we want to ensure that our product will fulfil the demand and customers' needs. How we are going to produce and promote our product will be discussed further in our strategic marketing plan.

We will only produce the best quality of sauce to our customers. How we will serve the good and quality of sauce will be explained on the operation business plan. We want to ensure that people not only enjoy our product but love it to the extent that the demand will increase from time to time. We will make sure that we provide high satisfaction to our customers in producing sauce. Plus, we want to produce a quality product and achieve a maximum profit and at the same time raising a successful company within a short period.

In the near future for around two years or more this project hopefully to be established and widely expand throughout the country. Our target is to make Hot Grillicious sauce become one of the most favourite desert in Malaysia.

PURPOSE

KITE Partnership has been registered on 11th of November 2014. KITE Partnership is running a partnership type of business. In KITE Partnership, we sell and produce high quality and delicious made sauce with various and delightful flavours. We had already expected that the outcome of our company will bring great result because there are only a few sauce companies in Malaysia such as JALEN and MAGGI. With our unique ideas in enhancing sauce recipe, we can bring more profit to our company. We have five qualified members to run business, with all of them had their own tasks and responsibilities. These five persons are also in charge of funding capitals to establish this company. MOU (Memorandum of Understanding) has been signed among board of directors in order to avoid misunderstandings and fraudulence.

The first branch will be opened at Muar, Johor. Muar has a total population of 247,027. Moreover, in Muar, there is still no sauce-based shop. Our business will commence on 1st January 2015. We chose this business because we want to increase the demand of sauce among Malaysian since people in Malaysia like to eat food with sauce. Our product also get HALAL certificate from JAKIM. We sell our product through intermediaries and direct selling.

We had learned to create a high quality sauce based with high quality recipe and ingredients from a reliable source. Finally, we will ensure that KITE Partnership will achieve the target profit and we hope we can inspire other people to run business to enhance the country's economy.