



اُونِيُوَرْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI TEKNOLOGI MARA

EDIBLE PLATE

ENT 300 BUSINESS PLAN

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Executive Summary

1.0 Introduction

The food business in our country is getting wider and became a something that very popular amongst everyone. Because of that, our company want to venture in this kind of business which is edible plate with many purposes that can attract more customers. The name of our company is Legacy Company. Legacy Company is located at 401, 1st Floor, 1st Floor, Sulaman Sentral, PH 2, Jalan Sepanggar, Kota Kinabalu, 88999, Sabah that allows the entire family to have their craving satisfied in one convenient location.

We, Legacy Company, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to eat as it was of the one of basic life and usually will use the plate. Moreover, during the seasonal festival, our sales will be rising as many of users will buy our products. This is because, during the festival, many people will come to celebrate the festival together, thus, by using our product it will help the users as they did not have to wash the plate after used it.

Additionally, our business will applied relationship marketing towards the partner, workers, potential prospect, customer as well as our supplier. Our business will focused mainly on the relationship with them respectively to maintain good long-term relationship and simultaneously selling our product altogether.

Our Vision is to be the largest company that manufacturing edible plate in Sabah. We want to be the leading market in this business. We want to market our product in all area in Sabah and if possible to the peninsula Malaysia.

2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Legacy Company will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Legacy Company has asked from Hong Leong Bank for a loan up to RM 20,000 so that it can build itself in this business. The other RM 50,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 10,000 each.

The financing will be used to purchase a starts up assets like store, cutlery, machinery, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Legacy Company has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Legacy Company will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Legacy Company is completely confident that it will be able to pay the loan back including the interest payment in the loan given.