



CHESTER ENTERPRISE
BUSINESS PLAN
(ETR 300)

CONTAINS

PAGES

THE ADMINISTRATION PLAN

1. INTRODUCTION	1
2.LOGO DISCRIPTION	4
3. PURPOSE OF BUSINESS	5
4. BUSINESS BACKGROUND	6
5. BACKGROUND OF PARTNERS	8
6..BACKGROUND OF LOCATION PROJECT	16
7.LOCATION PLAN	18
8. INTRODUCTION OF BUSINESS OBJECTIVE	19
9. ORGANIZATION STRATEGY	21
10. ORGANIZATION STRUCTURE	22
12. ORGANIZATION CHART	23
13. JOB DESCRIPTION	24
14. REMUNERATION TABLE	29
15. WORKERS SCHAME	30
15.OFFICE LAYOUT PLAN	31
16. OFFICE EQUIPMENT LISTING	32
17. ADMINISTRATION BUDJET	33

THE MARKETING PLAN

1.INTRODUCTION TO THE MARKETING	35
2.INTRODUCTION TO THE PRODUCT	36
3.TARGET MARKET	37
4.MARKET SIZE	43
5.COMPETITION	44
6.MARKET SHARE	46
7.SALES FORECAST	49

1.0 INTRODUCTION

Chester Enterprise is a processing manufacturing with its own marketing premises. It produced bread and pastry. This manufacturing is **owed by 4 partnership** who have specialize in different skilled and experiences to distributed and finally to conquer all bread market over East Coast of Malaysia especially in Kelantan. It will be opened on **Monday, January 1, 2001 in Pasir Puteh** town with fewer competition but lot of change. Hopefully Chester Enterprise' product will become a paradise for our entire beloved customer and our supplier in order to spread up our masterpiece product.

"Consumer consciousness" picking up the proliferation of customer is crucial but isn't enough. Partnership who skilled and have enough training in their specific task will run Chester Enterprise with full responsibilities without any detention. Viewing of mounting problems with this approach, particularly with difficulty, in fulfill unlimited and varies of customer style, quality and excellent, it's necessary to consider the latest masterpiece setting.

Chester Enterprise will apply and implement new ideas with the different level of maturity sophisticated, effectively and comprehensive for new emerging prestigious of Chester Enterprise. By using **an umbrella –orientation** Chester Enterprise, will get an offer to supply some of its products to McDonalds, Seven –Eleven, KFC, A&W and Domino's become main provided for them East Coast of Malaysian.

Why we are opened up this type of business? Surely it's because of its have least of competition risky but still at maximum profit and the most important things it because of its potential having grown up. In fact this types of business is opened business. Just imagine with the wide market which already waiting to be conquering. Our shop premise which will be located be side our manufacturing is just a brink to give conveniently distribution our product. This will cater prevention and intervention in market .Yes! It is by having desperately and fully utilized it will cause the resistance and

legal among customer. Therefore, we surely will take this excellent chance to establish and develop Chester Enterprise.

From our research we knew that most other companies are using traditional technology and lack of customer consciousness. Instead Chester Enterprise is firstly applying such high technology such as, so that it will increase our product quality at the minimum cost.

Currently most of our activities and services for our customer event and need seem to be fully implement based on irresponsible, impulsive and aggressive-oriented. This task will be carry out by over **18 personnel** Perhaps these will desperately without limitation.

Total raising **capital** in order to establish Chester Enterprise is RM 270,049.50. Chester Enterprise will get some finance amount RM 200,000.00 from **Bank Islam Malaysia Berhad and the others will be divided according to partners' ratios**. Chester Enterprise will also get some financial help and technical support from Dewan Perniagaan Melayu Malaysia. In short Chester Enterprise will always develop their business at the maximum growth as a result of rapid socio-economic changes.

2.0 PURPOSE OF BUSINESS PLAN

2.1 As a guideline to control a business:

All the information from this business plan will be our main rules and regulations to manage our business. The guidelines hope fully can reduce our weakness and make our business run smoothly.

2.2 To evaluate and analysis the potential or business enhance with clear objectives, practical:

Through this business plan, we can look business as a whole about this business profit and feedback from our business. Therefore it can give a clear situation and method how to persuade our strategies.

2.3 To analysis business potential:

By doing this analysis it can influence Chester Enterprise the real world of business. It also can help us to support and to reduce our weakness of our business. In other words it will help us to realize our vision to success in doing business.

2.4 To gain trusted and financial from Bank Islam Malaysia Berhad :

Our target is to get a loan amounting RM 200,000 from Bank Islam Malaysia Berhad. It important from us gets this fund to buy and run our business smoothly.

2.5 To distribute all business resource effectively:

Chester Enterprise must implement effective business resources so that it's can make maximum profit at the lowest cost.