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**ENT300
ECOCRISP
(BUSINESS PLAN REPORT)**

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1.0 Executive Summary

EcoCrisp is a food manufacturing business that specializes in the production and distribution of high-quality tapioca chips infused with a rich salted egg flavor. Designed to appeal primarily to households, EcoCrisp offers a convenient snack solution that combines traditional local ingredients with modern taste trends. One of the key highlights of the product is its attractive and practical resealable zip-lock packaging, which ensures freshness and ease of use for consumers. The company provides products in both retail and bulk packaging, catering to supermarkets, convenience stores, and wholesale distributors.

The company identifies a growing demand for local snacks with premium flavors among Malaysian households. In response, EcoCrisp introduces a unique product that not only satisfies this demand but also elevates the traditional tapioca chip into a contemporary, market-ready brand. To promote the product, EcoCrisp adopts an aggressive marketing approach through social media platforms, collaborations with local influencers, distribution of free samples, and participation in food expos and community markets. Additionally, the brand leverages customer testimonials and visually engaging promotional materials to build a strong and trustworthy presence in the market.

EcoCrisp is managed by a dedicated team of five individuals, each responsible for key areas of the business: General Management, Administration, Marketing, Finance, and Operations. This structured management system ensures clear accountability and smooth coordination across all aspects of the company's activities. With an estimated initial capital requirement of RM56,522, the business is fully self-funded and financially prepared to commence operations.

The primary goal of EcoCrisp is to produce and distribute a minimum of 10,000 packs per month within the first year, and to expand into regional markets within three years. With a strategic product concept, well-defined market focus, and a committed management team, EcoCrisp is positioned to become a competitive player in the local snack food industry and beyond.

EcoCrisp is not only committed to delivering quality snacks but also to embracing sustainable practices throughout its operations. From responsibly sourcing ingredients to using eco-friendly packaging materials where possible, the company aims to align its brand with environmentally conscious values. As consumer awareness toward healthier and more ethical food choices continues to rise, EcoCrisp is determined to innovate continuously, improve its product line, and build a loyal customer base. With its strong foundation and clear long-term vision, the company is confident in its ability to grow steadily and make a lasting impact in the local and regional snack industry.

3.0 Administration Plan

3.1 Business Mission, Vision, and Objectives

Vision Statement

To become Malaysia's leading tapioca chips manufacturer that delivers quality, innovation and preserves traditional flavours.

Mission

Statement

To produce delicious, hygienic, and affordable tapioca chips by combining traditional recipes with modern manufacturing techniques.

Objective

To produce and distribute a minimum of 1,000 packs monthly within the first year of operation and expand to regional markets within 3 years.

3.2 Business Logo & Description

3.2.1 Logo



3.2.2

Description

EcoCrisp

Enterprise

Ecocrisp Enterprise is a snack food processing factory located in Shah Alam, Selangor, specializing in the production of high-quality tapioca chips. The factory is equipped with modern facilities, including cutting, frying, packaging, and storage areas. The production process is carried out systematically, starting from the reception of fresh cassava to the final packaging of the product. Emphasis is placed on cleanliness, process efficiency, and strict quality control to ensure that the chips produced are crispy, hygienic, and retain their authentic taste.