



**FACULTY OF SPORT SCIENCE AND RECREATION**

**DIPLOMA IN SPORT STUDIES (SR113)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**LEKOR KAYANGAN ENTERPRISE**

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## LETTER OF SUBMISSION

Diploma in Sport Studies (SR113)  
Faculty of Sports Science and Recreation  
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Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**LEKOR KAYANGAN – KEROPOK LEKOR**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Shazwina*

Che Nurfilza Shazwina  
General Manager of Lekor Kayangan

## **ACKNOWLEDGEMENT**

First and foremost, thanks and praises to Allah SWT, the Almighty, for His blessings throughout the process of completing this business plan for the Fundamentals of Entrepreneurship (ENT300) last assignment.

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## EXECUTIVE SUMMARY

Our aim is to service consumers better than anybody else in the business with high quality items. Meanwhile, we want to lead the dry seafood chain in the region which delivers the finest quality self-brewed fish in the globe. We are creating a business plan in conjunction with these goals to gather the details of our company. Firstly, we provide data about our company's introduction, where everything focuses on the identity of the company. Then we serve the goals of our business development based on growth potential and business performance.

Next, our company is located. We have chosen Negeri Sembilan as our company location since it is a strategic place, as there are many developments in the field, as well as the fishing site. We also describe our business background in depth. Our company is made up of managers, management, marketing personnel, operating personal and finance personnel. Followed with our business marketing plan that outlines how we intend to inform the community of our items since calculations and research. Proceed with our operational strategy explaining the flow charts of our products, the money for refurbishment and related staff establishment.

In addition, the management strategy includes our business plan. The timetable of work, duties and compensation includes crucial elements. Then our favorite part is the financial plan, which is the budget and the computations. I conclude that our business strategy will be concluded if our business will be happy and successful. The appendices exhibit pictures of our company.