



اَوْبُو سَيِّدِي تَيْكُونُو لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY SPORT SCIENCE & RECREATION
DIPLOMA IN SPORT STUDIES
SR1134D**

**ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP**



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SUBMISSION DATE:

16 JULY 2021

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Sir/Madam,
Submission of the Business Plan (ENT 300)

Referring to the matter above, Kepok Lekor Mamang would like to submit our business plan for your analysis, evaluation and references. Kepok Lekor Mamang business partners and the site address are as mentioned below:

Details of the partners are as below:

- 1.Nur Erna Suraiya binti Mohd Jefri (2019242012)
- 2.Aqilah Syahirah binti Nordin (2019245196)
- 3.Siti Nursyalwa binti Syamsuddin (2019257906)
- 4.Arif Fakhry bin Zamron (2019296624)
- 5.Nurul Maizurah binti Hamzah (2019448832)
- 6.Nor Nazrin Nazriq bin Nor Ismail (2019648002)

Business address:

Keropok lekor Mamang house, Pantai Teluk Mat Nik, Kuala Kemaman, Terengganu.

We hope that our business plan will match your expectations for our Fundamentals of Entrepreneurship course (ENT300). We also hope that those who are interested in doing the same business venture will benefit much from our business strategy. Thank you.

Yours faithfully,



(NOR NAZRIN NAZRIQ BIN NOR ISMAIL)

GENERAL MANAGER, KEPOK LEKOR MAMANG

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1.0 EXECUTIVE SUMMARY

Keropok Lekor Mamang is a partnership business which has been located at Kemaman, Terengganu. The company consists of 10 manpower which is general manager, administration manager, operational manager, marketing manager, financial manager, cashier, three workers and a delivery man. The company product is keropok lekor and a variation of sauce which is cheese sauce and salted egg sauce. The company not just processes keropok and sells them to the customer but we also supply our products to the agents such as dropship and grocery stores. The main objective of the company is to create the best premium taste of keropok lekor and quality tastes of variation sauce to the customer.

Next, for the administration management. Our company has been listed and targeting the basics of business that are important to the company such as a list of needs to set up a company and salary and benefits to the employee. Our company has the duties and the responsibilities that need to be held in each position of the company. We also have coordinated the operations of our company in terms of processing the products, delivery service, shops etc for the operational management.

In marketing management, we have planned a marketing strategy to attract the customer. We use the 4p's which are product, price, place and promotion. Other than that, we also make a target market to identify income statements, a market sales and list of competitors. In order to improve our business and any expenses that are required to our product marketing process, we need to list and identify all the strengths and weaknesses of our business.

Lastly for the financial management, our company has used various methods of financial management that are required to help in managing and coordinating every cash flow either in and out of our company. This way can help us to guide our company to identify whether we are experiencing a high profit margin and losses.

BUSINESS MODEL CANVAS OF KEROPOK LEKOR MAMANG COMPANY

