

UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
DELIGHTFUL DUMPLING ENTERPRISE

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Cordially,

Delightful Dumpling Enterprise

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1.1 INTRODUCTION

The name of our company is Delightful Dumpling Enterprise. We are selling dumpling products which are made from various flavors. These flavors include chicken dumpling, prawn dumpling, and scrambled egg mayo dumpling. People are already known about the flavor of chicken dumpling and prawn dumpling because these two products already exist but we have created a new flavor which is scrambled egg mayo and it doesn't exist in the market yet. Our store was located at Indah Permai Food Court, Taman Indah Permai, Jalan Sepanggar, Menggatal, 88450, Kota Kinabalu, Sabah.

Our target customers are people around Sabah especially people that are near with Sepanggar. It is because most of existing company that sell dumpling is too far from people in Sepanggar because their stores were located at Kota Kinabalu area. With our store, people don't have to go too far to find a dumpling. They can go to our store which is near with to get their dumplings. Moreover, with the systematic geographic that we have that is near with UiTM and Politeknik, we can attract all of students from those IPTA to buy our dumplings.

Our business operates from Tuesday until Saturday at 10.00 a.m. to 5.00 p.m. These businesses have a potential to being expanded. The future prospect of our business is to increase people knowledge about our business. In viewing our business potential, we believe that Delightful Dumpling Enterprise productions have a high potential in business.