

UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
CKOBICBY HMB SDN. BHD

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1.2 EXECUTIVE SUMMARY

INTRODUCTION

Ckobicby HMB company is a new company in Suria Sabah, kota kinabalu area. The company provide range of biscuit product in kota kinabalu. It is the goal of the company management to acquire local market share in the bookstore industry through a strong selection of products and services that gives great taste and quality to our customer.

COMPANY

Ckobicby HMB Company is a partnership corporation. The company is a jointly owned by Laurian John Johnny, Filletus Molek, SaidahBinti Mohammad, and Muhd. Nazrin Bin Mansur.

The shop will be located in suria sabah where it is well known as the shopping mall and place for family and tourist and it is also strategicly at the centre of city. Our facility is a rented shop lot and has enough space to accommodate our business layout.

PRODUCT/SERVICES

The company will offer range of biscuit that are unique inspired from the flower. However the first product is the Tulip Biscuit where as it is a combination of modern and tradiotional element that are the main theme of the company. This tasty and delicious biscuit provide great taste of peanut butter with cute design of Tulip. We not only concentrate retailing but also manufature. Where we supply the product to retailer and then sell it to customer. We also provide transfortation services for those retailer that have no car.

MARKET

The food and beverages especially in biscuit industry in Sabah is yet to be fully explored. The market is dominated by local, small stores and regional chains. With branded and well known commercialize company such as munchy and julie's biscuit that also have peanut flavour biscuit in modern style, we are trying to differentiate our product with the existing product here in sabah. This will be a challenge to compete with such branded company as competitors.

FINANCIAL

Our start-up expenses come to RM400, 000.00, which is contributed from each of the jointly owner of the company and there is assets contributed from each of the owners. We are expecting to be operating at a loss for the first couple of months of business before advertising take effect and draw in customers.

1.3 ACKNOWLEDGEMENT

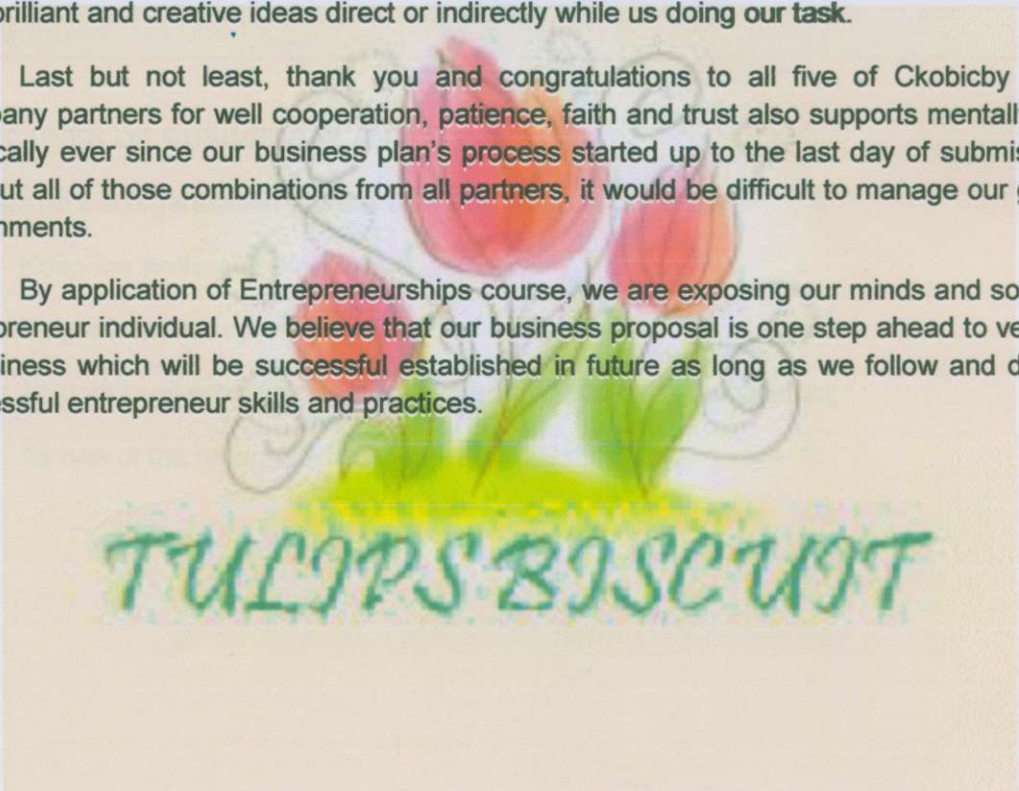
First and foremost, we would like to thank to Allah S.W.T for His mercy and guidance in giving us full strength to complete this ENT 300 assignment. After all obstacles and problems in conducting the process of making the proposal, finally we managed to complete the proposal completely on time.

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Furthermore, we would like to express our gratitude to our parents for supporting us physically, mentally and in material aspects while doing our business plan for Entrepreneurship course. And also to our friends especially our classmates BM1116A3 for their brilliant and creative ideas direct or indirectly while us doing our task.

Last but not least, thank you and congratulations to all five of Ckobicby HMB Company partners for well cooperation, patience, faith and trust also supports mentally and physically ever since our business plan's process started up to the last day of submission. Without all of those combinations from all partners, it would be difficult to manage our group assignments.

By application of Entrepreneurships course, we are exposing our minds and souls to entrepreneur individual. We believe that our business proposal is one step ahead to venture a business which will be successful established in future as long as we follow and do the successful entrepreneur skills and practices.



TULIPS BISCUIT