



جامعة تكنولوجى مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA (UiTM)**  
**SABAH**

**ETR 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**  
**SAWSAH ENTERPRISE**

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# SAWSAH ENTERPRISE

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## EXECUTIVE SUMMARY

We choose hotdog as our product to sell because it is one of the opportunity in food industry where in Malaysia itself we didn't have many outlet that specialize in this product. The only well known outlet that specialize in hotdog in Malaysia is franchise the 1901 which only available in Kuala Lumpur. In this limited availability of 1901 outlet in Malaysia, this is an opportunity for our product to be saleable in Malaysia and especially around Kota Kinabalu area. Beside, hotdog also as a daily food for most people in Europe and America, so it is an opportunity for us to expand our business outside Malaysia.

Our management team will consist of general manager as the leader of the company. An administrative manager appointed to manage the administration and office work, Marketing manager responsible to market the product of the business, while an operational manager had appointed to manage the operation of the business and financial manager responsible to manage the finance activity of the business.

Our hotdog will be selling with 4 type of different sauce with choices of meat, chicken and fish based on customer demand. Beside sausages for our hotdog will homemade.

Our target market will be all range of ages consists of children, teenagers, adult and senior citizen around Kota Kinabalu. Beside local our target market also will be foreigner such as tourist from Europe, America, Korea, Brunei, and Japan.

We implement pricing strategy where we provide our product with reasonable price and cheaper price than our competitors. Beside that we using promotion strategies such as give out flyers, bunting, advertisement board, attractive packaging and free gift for customers.

Our competitors will be around or business location that consist of big and well known fast-food restaurant name such as Mc Donald and Kentucky Fried Chicken (KFC) that will make us work more harder to market our product the many people. Other competitors will be Mario's Pizza, Multi Bake, Daily Fresh, Mini food stall and supermarket that may decrease the market share for our business.

Sawsah Enterprise seeking of total contribution of RM 148750 to support business set up and operation requirement. In present no additional fund is required. We believe that our sales revenue will be increase by 26% in year 2 and 16% in year 3 based on production unit.

# SAWSAH ENTERPRISE

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## 1.0 INTRODUCTION

Our business name is Sawsah Enterprise. We choose Sawsah because it is easy to pronounce and memorize. Sawsah enterprise commenced on 12th January 2012 and proposed in manufacturing and selling of Homemade Hotdog. We used three types of Hotdog which is consisting of chicken, beef and fish. Other than that, there are 4 types of different sauce for our hotdog such as cheese, bolognaise, sate and chocolate strawberry

Sawsah Enterprise is operated at Kota Kinabalu. For our business activity like selling Sawsah Hotdog, we rent for a kiosk at 1Bermoe Hypermall Kota Kinabalu. We choose this location because there are many target customers going there. For example, customers who are demanded for fast food, children, teenagers, and tourist. Furthermore, it is popular Hypermall and nearby with Universities area such as Universiti Malaysia Sabah (UMS) and Universiti Teknologi Mara (UiTM).

Our business vision is to make Sawsah Hotdog well known in local area. In order to achieve this vision, we have to identify and fulfill the customers' demands, selling at the affordable price to customer and make sure our product will fulfill customer satisfaction by providing and maintaining the quality of product. For example, use fresh material in processing of Hotdog.

## 1.1 BUSINESS PLAN PURPOSES

This business plan is prepared by Sawsah Enterprise as:

- 1.1.1 To guide us in managing the business.
- 1.1.2 To convince bankers in order to raise additional capital and support for business.
- 1.1.3 To make sure the business resources are fully utilized effectively.