



اَوْنَبُوْرَسِيْتِي تِي كُونُوْرِي كِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCES

DIPLOMA IN SCIENCE (AS120)

AS1205F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS NAME: CRUNCHY KENKŌ DISH

PRODUCT NAME: KENKŌ CHIPS

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LETTER OF SUBMISSION

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22 JANUARY 2021

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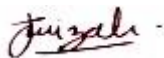
Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CRUNCHY KENKŌ DISH - KENKŌ CHIPS**”
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
NURFARIZAH NASUHA BINTI MOHD PAUZI
General Manager

ACKNOWLEDGEMENT

First of all, we would like to say Alhamdulillah, Thank Allah S.W.T, for helping us complete this given group assignment, the Business Plan. We also express our gratitude to Him for allowing us to do this assignment successfully.

Secondly, we want to show our appreciation to Madam Faizan Bt Hj Abdul Jabar for giving us a good guideline for the assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this business plan especially during this Covid-19 outbreak, it is really tiring for everyone but we managed to stay strong and successfully doing this business plan

Lastly, we also like to thank our group members who are always dedicated and fully committed to finishing the assignment successfully. The completion of this assignment gives us much pleasure.

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EXECUTIVE SUMMARY

Business plan is very useful for the entrepreneur who would like to start up a business. It is useful in terms of giving a method to brainstorm and come up with ideas for the business. In this business plan, we have studied in detail for each of the important departments that act as the keys to mould a business. The studies include the job scopes, flow of the business, the arrangement of the shop and many more. By completing the business plan, the business will have a complete guideline and a bright future to be sustainable and successful.

CRUNCHY KENKŌ DISH is a partnership business that was established by 5 main people who now work as the manager of each department. This business is headquartered in Seremban, Negeri Sembilan. The business operates for 6 days a week (Tuesday-Sunday) from 9.00 A.M. – 9.00 P.M. The vision of our business is to make Crunchy Kenkō Chips a well-known and competitive food product among the society and at the same time promoting health product to the customers in a different way from what usually people do by making 'ulam' as a delicious snack. What makes this business unique is the product itself. The snack is not only suitable for adults but also for kids who normally would hate the bitter taste of healthy food. Plus the packaging of the snack is also interesting to attract customers' attention especially kids'.

The main activities in this business are processing, storing and selling the snack. The customers will be greeted warmly by our employees as soon as they step foot in our shop. The customers can choose whether to shop on their own or need our employees' help to assist them. Our management team consists of General Manager, Administration Manager, Marketing Manager, Operation Manager, Financial Manager and some employees. Each of the managers is an experienced person who has worked for several years in their field. Our product is suitable for all ranges of ages, but the target market that we focus on are health-conscious people, parents, people on diet and 'ulam'-lover.