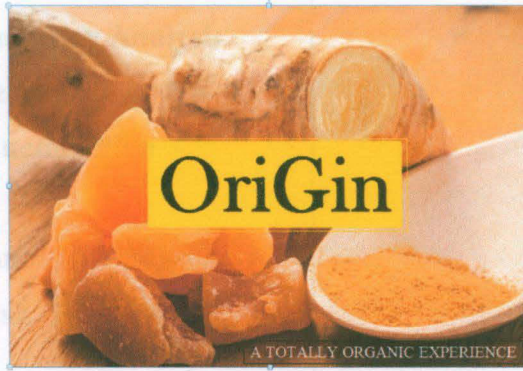




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UNIVERSITI
TEKNOLOGI
MARA



FACULTY : FACULTY OF HOTEL AND TOURISM MANAGEMENT

**PROGRAM : BACHELOR OF SCIENCE (HONS.) TOURISM
MANAGEMENT**

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GROUP NAME : ORIGIN ENTERPRISE

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1. EXECUTIVE SUMMARY

The name of our company is OriGin Enterprise. The business has been decided in the form of three partnerships. Each partner has contributed on an agreed amount of capital as in our agreement. Our main business activity is to provide fast and convenience products based from ginger to the customer. The purpose of this company is providing better way of lifestyles by consuming ginger based products.

The products that our company offer are ginger honey drinks, ginger powder and ginger massage gel. The demand of these products are also increasing therefore our company decide to sell these products. The opportunity of in the market is also available because the demand of other flavor of instant drinks in the market. Besides from coffee and tea, ginger honey drinks also can be potential products in the market whereby the customer also can gain benefits from ginger.

The target market of our company is the citizen of Kota Kinabalu especially from the age range of 20 years old up to 60 years old. The target market is based on the demand of people that want to practice healthy way of life for example the ginger honey drinks that we sell can consume as diet routine and at the same time beneficial to the consumer by providing nutrition too.

This company is partnership which consists of three people which as agreed that Andrea Umang Anak Rahnie as the General Manager and Administrative Manager. Sarah Amyba Kulong as the Marketing Manager and Operational Manager while Atikavianah Anthony as the Financial Manager. The management team will be led by General Manager.

Overall, this company exist is because of the demand and opportunity that happen to be within the population in Kota Kinabalu. The sales goal that this company target is for 3 years.

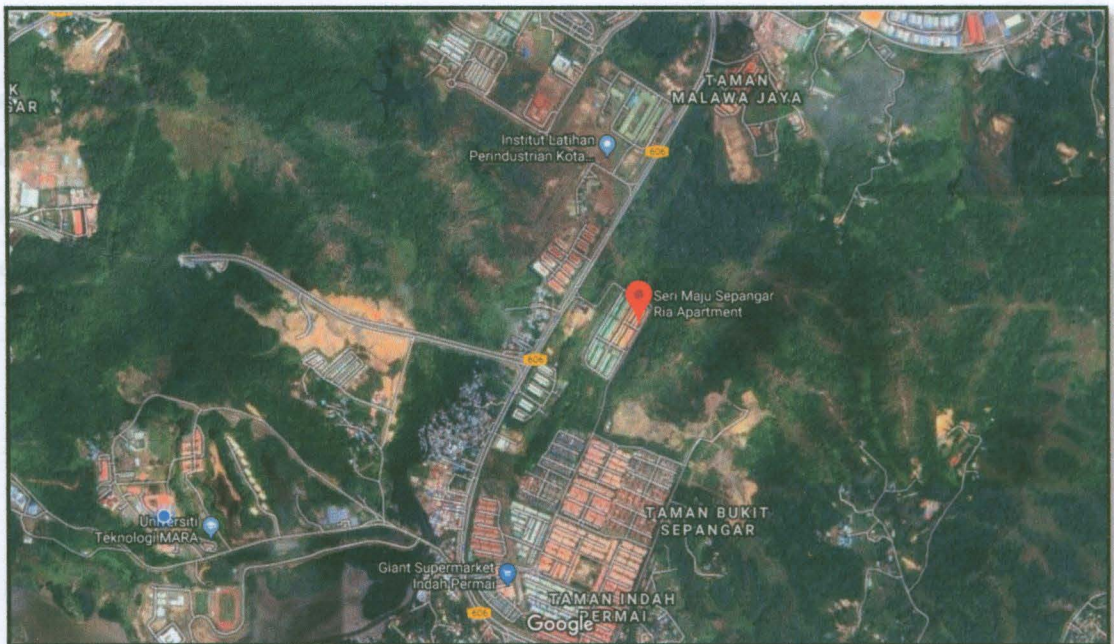
2. COMPANY PROFILE

2.1 Introduction

The business plan is prepared as a guideline for day-to-day management of the business. It is also to ensure that the management team able to distribute the business resources more effectively and to evaluate the feasibility of the business. OriGen Enterprise is a company that sells ginger based products from locals which is fast and convenience for customers. The business has been agreed by all the partners of the business. The partners have agreed to abide all terms of the partnership to contribute some capital according to the allocated shares. We have chosen partnerships as our form of business because a lot of ideas, talented and skills can be pooled together for better management for the business.

2.2 Business Location

The business location is No 8-0-7 BLK 208, Taman Sepanggar Ria, Jalan Sepanggar Kota Kinabalu 88450 Sabah.



3. ENVIRONMENTAL INDUSTRY ANALYSIS

Our products exist due to the demand of customer that wants to practice healthy lifestyle. The products that our company sells are different from other company because the ginger drinks contain honey and the taste is delightful rather than the one without honey or mix with sugar. The advantages of our company products are the taste of ginger is not too strong but the effects of ginger is still maintain.

The structure of the company is general partnership. OriGin Enterprise consists of three members that agree to contribute money, labor, or skill to a business. Each partner shares the profits, losses, and management of the business and each partner is personally and equally liable for debts of the partnership. Formal terms of the partnership are usually contained in a written partnership agreement. The size of target market that we aim is medium because our target market is only focus on certain age range and income.

The market trends nowadays is healthy food that convenience for everyone to consume and save time. The products that our company sells are to fulfill the demand of the market trends. The competitive of this company is normal because the products are mostly new in the market therefore the knowledge of the products is still developing. The differences of our company with other competitors are the unique taste of ginger honey drink, the texture of ginger powder is fine and the smell of ginger massage gel is not too strong therefore it can become the advantages of our company.

The products that our company sells is to ensure the conveniences to the customer that consume it because the ginger and honey powder drink is suitable for customers in this era. The ginger and honey powder drink is pack in sachet and it is easy to make whenever and wherever the customer want to drink it. The ginger powder that we also sell is for cooking purpose. This ginger powder can be used for cooking purpose and baking. The powder is much easier to use in cooking and baking because it is finer and save time. Ginger massage gel is also one of the products that our company sells where it is pack in small packaging which is convenience for the customer to bring anywhere and it also have nice smell and strong effects which is good for flu, insects bites and also bruises.