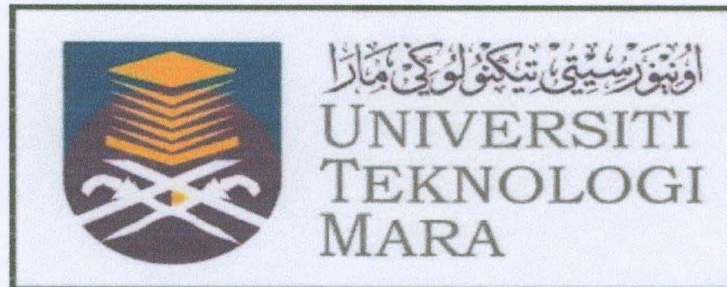


BACHELOR OF BUSINESS ADMINISTRATION (HONS)
BUSINESS ECONOMICS



ENT 530
BUSINESS PLAN
EAT-TADAKIMASU

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EXECUTIVE SUMMARY

EAT-TADAKIMASU is a company which had been registered on 26th March 2018 to sell a few products which will fulfil the consumers' guilty pleasure. Eat-Tadakimasu started its operation on 29th March 2018 and decided to sell products which are in the food and beverages category. Our company will sell various types of food products, which are Wonder Cheese, Choco Jar, Lamagi, Nut and Flavored Popia Rolls. Eat-Tadakimasu is located at a small town in Kota Kinabalu, Sabah which is at Kingfisher Sulaman, Kota Kinabalu.

We are focusing on UITM staffs and students as our target market. We started small with a quite small target market as we are a new comer in the industry so we believe that we are not yet capable to cover a big amount of budget and production. Eat-Tadakimasu is known by producing food products which is to fulfil the consumers' craving and appetite as we have a few types of snacks for the consumers to eat anytime and anywhere. Eat-Tadakimasu has 5 holders which are General Manager, Administrative Manager, Marketing Manager, Financial Manager, and Operational Manager.

1.3 Industry Profile

Lately, there are many students start to selling food and variety product. But the food are more focus on heavy products such as rice, noodles etc. Therefore, we try to sell something that can be eat as a snack while study or relaxing. Our product will satisfy their needs and wants which is eating.

1.4 Location of Business

Lot 2, Aras Bawah, Taman Kingfisher Sulaman Phase 5, Wisma D'Sulaman, 88450 Kota Kinabalu, Sabah.

2.0 COMPANY PROFILE

1.1 Name of Business

We named our business as EAT-TADAKIMASU because we are selling food and snack. The word Eat-Tadakimasu is originally derived from the word " Ittadakimasu " in Japanese that bring the definition of "Thanks for giving me food". This word are the word that Japanese will said before they eat to appreciate the food that been given to them. Our General Manager has come out with this name. So, we agree to combine the idea for our business's name, Eat-Tadakimasu.

1.2 Nature of Business

Students are always known with stress of study due to test, quiz and final examination. When stress, students will tend to search for something to eat all the time for munching. It is either during study or relaxing. Thus, we create this company to fulfil the student's craving and desire.

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