



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Sambal KITA Enterprise

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1.0 EXECUTIVE SUMMARY

2.1 COMPANY BUSINESS BACKGROUND

Sambal KITA Enterprise is a start-up company located in Kota Kinabalu, Sabah. This particular company is expecting to build up and catch the interest of potential customers with the taste of each products that are provided. The company is planning to build an extremely strong impression to the public in order to position themselves in the industry with extreme competitors.

Sambal KITA Enterprise is operated in Sabah and is a partnership company. Besides that, the company wants to offer a very affordable price of products to the public with a great quality to meet the demand and satisfaction of their potential customers.

The company also offers three different types of products which can vary the choices of the potential customers mainly in Sabah. The company's main ingredient for the Sambals is lemongrass which is very beneficial for the health of people. Sambal KITA Enterprise also provide an instant product which is known as Rempah Sup Herba Instant that allows busy and working people to save their time in preparing foods.

The company will provide two different types of sambals in the market with a more drier texture to make it last until two to three months. Sambal KITA Enterprise has large competitions in market especially in Kota Kinabalu. Therefore, the company strives to create a large customer base who will regularly purchase the products. Besides that, the company wants to focus more on their marketing and business strategy in order to reach their potential target market.

2.0 COMPANY PROFILE

2.1 COMPANY BUSINESS BACKGROUND

- i. Name of Company: Sambal KITA Enterprise
- ii. Nature of Business: Selling and producing Sambal which is based on lemongrass. Selling Rempah Sup Herba which is very convenient for working people.
- iii. Industry Profile: Provide service that helps students or busy people to save their time in preparing foods instantly at the same time giving good quality of taste.
- iv. Location of the Business: Universiti Teknologi Mara (UiTM)
- v. Factors in Selecting the Proposed Business:
 1. Instant preparation of food
 2. Caters for everyone at any age rate
 3. Good for health
- vi. Future prospects of the Business:
 1. Healthier human generation
 2. Gaining profits for machines advancement
 3. Able to achieve the goals, visions and missions of the company

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

Sambal KITA Enterprise truly offers products that fulfill the unmet need in the marketplace. The products that the company provides are basically suitable for any busy or working people and especially for those who loves to eat Sambal. One of the company's main characteristics that has made them different from other competitors is the texture of the products. Sambal KITA Enterprise offers three different types of products which are Sambal Serai Udang, Sambal Serai Ikan Bilis, and Rempah Sup Herba Instant. All three products share the same texture which is dry. This is different to be compared to any other competitors as the others are mainly provide texture that is not dry.

In three to five years, the company is targeting to grow the trend in consuming instant foods but in a healthier way. The company provides instant food products but they are also had many benefits for the consumers. For example, for the Sambal, the main ingredient is lemongrass which many people know that it is very beneficial if to be consumed often. Furthermore, it is the trend in the industry nowadays that instant product is needed as the world is moving faster than it used to be and instant foods can save more time at the same time very convenient to be consumed.

Sambal KITA Enterprise is targeting busy or working people and those who likes to eat sambal or sambal lover to be exact. The company also predicts that they can position their products in the mind of people for a long term by giving high quality of products with great and affordable price. The company is focusing more in online sales as people nowadays are far more approachable by using social medias such as Facebook or Instagram. The company is a dropship agent where they will have one supplier that will supply every product that are needed for the operation of their company. They will have to deal and keep in touch with the supplier to place order every time they have customers. As a new entrant in the industry, the company is doing a merely aggressive marketing by using social medias. They are spreading word-of-mouth on each of their product to make it well-known for the public. One of the major factors that affect the growth of the market is generally the products itself.