



THE BUENOSS

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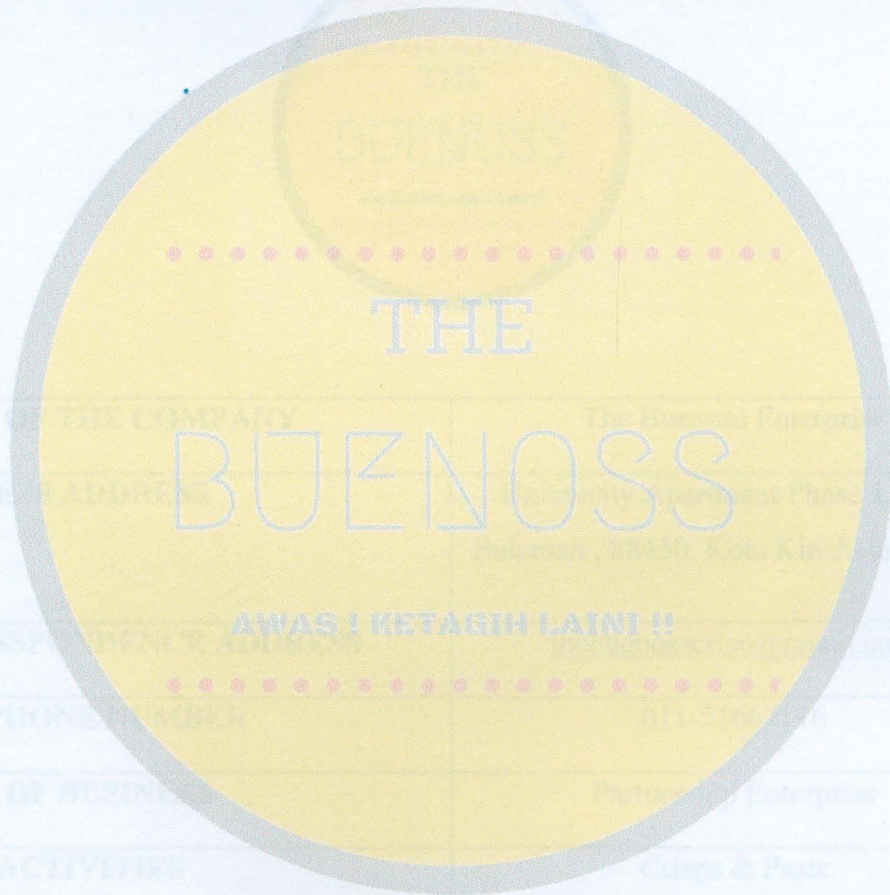
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1.0 EXECUTIVE SUMMARY

The Bueness Enterprise is a start-up company whose name has been decided together. Bueness is

The Bueness Enterprise is a start-up Crispy Crisps and paste at Sepanggar, Kota Kinabalu. The Bueness expects to catch the interest of a regular loyal customer base with its broad variety of a unique flavour and crunch. The company plans to build a strong market position at online business such as Facebook and Instagram, due to the partners' industry experience and mild competitive climate at online in Malaysia.



NAME OF THE COMPANY	The Bueness Enterprise
BUSINESS ADDRESS	Lot 10, Jalan Pintas, Jalin, Sepanggar, 89400 Kota Kinabalu, Sabah.
CORRESPONDENCE ADDRESS	Lot 10, Jalan Pintas, Jalin, Sepanggar, 89400 Kota Kinabalu, Sabah.
TELEPHONE NUMBER	089-3100000
FORM OF BUSINESS	Private Enterprise
MAIN ACTIVITIES	Crisps & Paste
DATE OF COMMENCEMENT	6 th January 2017
DATE OF REGISTRATION	12 th January 2017
REGISTRATION NUMBER	5469833
NAME OF BANK	Maybank
BANK ACCOUNT NUMBER	109001352893

3.0 ENVIRONMENTAL ANALYSIS

The Buenoss product is one of the products that will satisfy the demand for the chips lover around the world.

The Buenoss offer a various types of chips. The uniqueness of our product, we add some ingredients that show the differences between our competitors. One of the competitive advantages that The Buenosschipshold is have a many flavor for our product. Such as Crispy Crab we have original and spicy flavor. Our second product, the bananas crisp also have 2 flavor which is milk and balado flavor. Other than that, our company also have the tempe and ikan masin paste.

3.1 Description of the Industry.

Nowadays, we know that business is one of the major sources of income for human since the early ages of civilization. Even the Prophet Muhammad once said, “9/10 of income come from businesses”. Therefore, business has a big potential to increase ones social standard and living.

For our business, we are producing two types of crisps and paste where it started with Crispy Crabs Kriukk..Kriukk, then we come up with The Bananas Crisp and finally we have Tempe Ikan Bilis Paste and Ikan Masin Paste. We choose this product because we know the product is marketable in local and international market.

The major factor that affecting The Buenoss product market growth as a new product, is the marketing communication constraints due to the lack of technology advancement in some area. We do our marketing communication by online

engagement and still in progress to reach a lot more of customer. The competitive environment for The BuenoSS product is moderate since the products still manage to get market share in the food and beverage industry in Malaysia specific in Sabah.

As a new entrant company The BuenoSS manage to gain a lot of customer awareness regarding the product and able to make sale and increasing from time to time. The online business trends is increasing nowadays, as a new company in this industry, we also adapting this trend as we reach our customer through online and offline as well by doing our promotions, advertisement, sampling method and focus on the customer feedback online mostly and offline as well.

3.2 Description of the product.

Our company is a Sabahan Crispy Chips with more innovation which providing crispy chips and any other additional product with convenient ways through online service.

Type of business	Food and beverage (Crispy Chips)
Name of company	THE BUENOSS
Name of product / Brand name	Crispy Crab (main product) The Banana's Crisp Tempe Bilis Paste Ikan Masin Paste
Size	*Crispy Crab (50 gram, 100 gram, 250 gram) *The Banana's Crisp (80 gram) *Tempe Bilis and Ikan Masin Paste