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KRUPKRUP

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In the name of Allah Most Gracious and Most Merciful

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TABLE OF CONTENTS

CONTENT	PAGES
1.0 Introduction	6
- 1.1 Purposes of preparing the business plan	7
- 1.2 Location of business	8
- 1.3 Company background	9
- 1.4 Partner's background	10-14
2.0 Administration	15
- 2.1Administrative plan	15
- 2.1.1 Mission	15
- 2.1.2 Vision	15
- 2.1.3 Objectives	15
2.2 Logo & Description	16
2.3 Organizational chart	17
2.4 Administration personnel schedule	18
2.5 Administrative manpower planning	19-20
2.6 Schedule of remuneration	21
2.7 Office equipment, fixture & fittings, and office supplies	22
- 2.7.1 List of office equipment	22
- 2.7.2 List of fixture & fittings	23
- 2.7.3 Office supplies	24
2.8 Administrative budget	25
3.0 Marketing Plan	26
- 3.1 Product Description	26
- 3.1.1 Introduction	26
- 3.1.2 Marketing Objective	26
- 3.1.3 Service Description	26
3.2 Target Market	27
- 3.2.1 Market Segmentation	28
- 3.2.2 Market Analysis	28
3.3 Market Size	29
3.4 Competition	29
- 3.4.1 Strength and Weakness of The Company	30
3.5 Market Share	30-32
3.6 Sales Forecast	32-33
3.7 Marketing Strategies	34
- 3.7.1 Product Strategy	34
- 3.7.2 Price Strategy	34
- 3.7.3 Distribution Strategy	34
- 3.7.4 Promotion Strategy	35
3.8 Marketing Budget	35
4.0 Operation Plan	36
- 4.2 Process planning	36
- 4.2.1 Symbol of flow chart	36
- 4.2.2 Process flow chart	37
- 4.2.3 Activity Chart	37
- 4.2.4 Sales policy	38
- 4.2.5 Service planning	38

4.3 Operation Layout	38
4.4 Production planning	39
4.5 Material requirement planning	39
- 4.5.1 List of main materials	39
- 4.5.2 Indirect Materials	40
4.6 Machine and Equipment Planning	41
- 4.6.1 Equipment requirement schedule	41
- 4.6.2 Machine requirement schedule	41
- 4.6.3 List of suppliers	41
4.7 Business and operation hours	41
4.8 Permits/Licenses requirement	42
4.9 Operational budget	42
5.0 Financial Plan	43
- 5.1 Introduction Of Financial Plan	43
- 5.2 Importance Of Financial Plan	43
- 5.3 Operating Budget	44-45
- 5.4 Fixed Asset Department Schedule	46-49
- 5.5 Project Implementation Cost & Sources Of Finance	50-51
- 5.6 Pro Forma Cash Flow Statement	53-53
- 5.7 Pro Forma Income Statement	54
- 5.8 Pro Forma Balance Sheet	55-56
6.0 Conclusion	57
7.0 Appendices	58-61

EXECUTIVE SUMMARY

Our potato chip company falls under the food and snack sector which is interested in how the high quality traditional Malaysian snacks can be sold to the customers. Our main business is the supply of fresh and quality potato chips with our reliable local suppliers to be distributed to the customers under our brand of Krup Krup potato chip so that the chips are affordable, delicious and high quality.This is a business that is run by a very responsible team which has several responsibilities to see the success of the business. The administration, operations, marketing, and finance are some of the roles that are held by our team members. All the roles can be used to make sure that the business operates without difficulty.

We had done some research and observations after which we realized that selling potato chips has high potential in the market provided that we sell affordable potato snacks. The bulk of our customers are learners that desire snacks as they study. We view this side as a chance to remedy this issue by selling potato chips to our customers at cheap and affordable rates. In partnership with our local suppliers, we are confident that we will be offering quality potato chips at low prices besides minimizing chances of operational hitches.

Additionally, the market is fairly moderate in terms of competition to sell snacks made of potato chips, and this means that our brand, Krup Krup, will penetrate the snack food market. We also came up with strategies of marketing our item out of fancy packaging and innovative branding, utilizing the existing trends to market our item. With such strategies, we can gain trust of customers and even long time customer loyalty.

Krup Krup brand potato chips is a new company, but we are determined to ensure that this business operates well, and also to rectify any errors that we might commit to keep us competitive with the other brands of potato chips in the market. Our product can survive in the market since we are certain that with trusted suppliers, effective management and customer-based service, our product will survive. We also do believe that our product will enjoy a high demand by virtue of its quality and affordable cost. To sum up, Krup Krup brand potato chips will aim at being among the top brands of snacks food in the food distribution market.