FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP BUSINESS (ENT300)

BUSINESS PLAN (50%)

CHEEZY CRIPS CO (CHEESE POPIAH CRIPS)



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SUBMISSION DATE:

WEEK 14

SESSION MARCH – AUGUST 2026

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EXECUTIVE SUMMARY

CHEEZY CRIPS CO is a home-based snack manufacturing and distribution business specializing in **Cheese Popiah Crisps** a crispy, cheese-flavoured snack made from traditional popiah skin. Located at University Utama Condominium, Phase 3T, Kota Kinabalu, Sabah, our enterprise is strategically positioned to serve the campus community and local markets.

As a sole proprietorship, our goal is to deliver unique, affordable, and high-quality snacks that distinguish us from conventional commercial brands. Our initial capital is RM10,000, contributed equally by the five partners. This capital covers kitchen equipment, office supplies, raw materials, and marketing expenses.

Unlike large scale industrial factories, CHEEZY CRIPS CO operates on a small-batch, artisanal production model. We prioritize **quality control, fresh ingredients, and personalized customer service**. We will utilize social media platforms like Instagram, WhatsApp, and TikTok to connect directly with our customers.

In the first year, we project sales of **RM65,000**. This is based on our maximum home-production capacity of 30 packs per day. As we grow and expand to retail outlets and online platforms in Year 2 and Year 3, we project sales of **RM68,250** and **RM71,075**, respectively. This gradual growth trajectory ensures sustainable cash flow and operational stability.

1.2 PURPOSE OF BUSINESS PLAN

a. To show seriousness in starting a business.

b. To obtain accurate financial reports and determine financial needs.

c. To guide business operations and management. OBJ

d. To analyze the market and key competitors.

e. To serve as a persuasive tool for attracting potential stakeholders and investors.

The preparation of this business plan is essential to ensure that CHEEZY CRIPS CO is managed in a systematic and professional manner. Firstly, this business plan demonstrates the seriousness and commitment of the entrepreneurs in establishing a legitimate and sustainable business venture. It builds credibility with customers, suppliers, and potential partners, paving the way for future growth and success.

In addition, this business plan helps in obtaining accurate financial reports and determining the financial needs of the business. With an initial capital of RM10,000, the plan outlines how funds will be allocated to kitchen equipment, office supplies, raw materials, and marketing expenses. The financial projections, which realistically estimate Year 1 sales at RM 65,000, increasing to RM68,250 in Year 2, and RM71,075 in Year 3, provide a clear and achievable picture of the business's financial trajectory based on our home-based production capacity.

Moreover, this business plan serves as a comprehensive guide for business operations and management. It defines five key managerial roles – General Manager, Administration Manager, Marketing Manager, Financial Manager, and Operational Manager – with clear task descriptions and responsibilities. This ensures that all business activities are carried out in an organized, efficient, and consistent manner.

Furthermore, this business plan analyses the market and its competitors. It identifies the target market, which includes students and staff at UiTM Kota Kinabalu, Politeknik Kota Kinabalu, Universiti Malaysia Sabah (UMS), and general consumers across Kota Kinabalu. The plan also analyses key competitors such as H & F Brother, Kerepek Mina, and Kerepek Kak Ros, enabling CHEEZY CRIPS CO to strategically position itself as an affordable, high-quality, local alternative.

Lastly, this business plan serves as a persuasive instrument for attracting potential partners, suppliers, and stakeholders, while also functioning as a management guideline to allocate resources effectively and avoid unnecessary wastage. With a strong management team, a strategic location within the campus community, innovative product development, and realistic financial projections, CHEEZY CRIPS CO is confident in achieving long-term success as a leading homemade snack brand in Sabah.

2.0 ADMINISTRATION PLAN

2.1 VISION, MISSION AND OBJECTIVES

2.1.1 Vision

To become the leading cheese-based snack brand in Sabah and the preferred choice for healthy, local-inspired crispy snacks across Malaysia.

2.1.2 Mission

- To produce high-quality, tasty, and affordable Cheese Popiah Crips using local ingredients.
- To continuously innovate new flavours that suit Malaysian taste preferences.
- To support local popiah skin suppliers and create job opportunities for the local community.
- To maintain halal and food safety standards in all production processes.

2.1.3 Objectives

- **Short-term (Year 1):** Produce and sell 500 packs per month and achieve break-even within 12 months.
- **Medium-term (Year 2-3):** Expand distribution to 10 retail outlets across Sabah and launch e-commerce sales.
- **Long-term (Year 4-5):** Establish a centralized production facility and expand to Peninsular Malaysia.