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PREPARED BY:

NAME	MATRIC NUMBER
HAPPY OLLYVIA SUMAIL	2024945369
SERINA BINTI DUD MIAH	2024933895
NURUL LAILATUL SABRINA SORAYA BINTI MUHAMMAD SOBRI	2024527775
LEA DHANISTHA LESLEE VIREN	2023246976
ANGELIE ANNE WILSON	2023301069

PREPARED FOR:

PROFESSOR MADYA DR SYLVIA @ NABILA AZWA BINTI AMBAD

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Executive Summary

Borneo Flavours Corner or shortly called as BFC is a food-based business that offers original, ready-to-eat traditional Sabahan foods. BFC focuses on manufactures and distributes three main products. It consists Sambal Tuhau Original, Bosou Umbut Pisang, and Jeruk Banbangan. These products are prepared using traditional recipes and packed in 200g glass jars which are convenient and easy to store. Located around a vibrant student community, we operate in growing market where the demands for affordable and authentic traditional Sabahan food products are accessible. Our mission is to preserve Sabah's food traditions by providing genuine and budget-friendly local delicacies that bring the authentic taste to our customers. Additionally, our vision is to establish Borneo Flavours Corner as the most trustworthy brand for traditional Sabahan food products. This makes the Sabah traditional foods accessible to everyone. We also offer our three product lines at affordable prices. Customers can enjoy Sabahan traditional meals effortlessly without going over their budget. BFC is managed by a team of five committed partners where each contributes their skills to foster the growth and success of our business. The team consists of a General Manager, Administration Manager, Marketing Manager, Operations Manager, and Financial Manager.

3.0 ORGANIZATIONAL PLAN

3.1 INTRODUCTION TO ORGANIZATIONAL PLAN

3.1.1 Vision

To be the leading brand that brings the authentic flavours of Borneo's traditional delicacies to kitchens across Malaysia and the global market, celebrating Sabah's rich food heritage.

3.1.2 Mission

Our mission is to produce high-quality, authentic Borneon delicacies by sourcing fresh ingredients directly from local Sabahan farmers, using efficient and hygienic production standards, and delivering rich, traditional flavours that our customers love and trust.

3.1.3 Objectives

- **Specific:** To use minimal trial costs to expand the company's product line through client test panels and internal idea testing.
- **Measurable:** To gain at least 100 regular customers within the first year of business operations by providing high-quality food and beverages, attractive promotions, and good customer service.
- **Achievable:** Ensure that the production and delivery of Borneo Flavours Corner products meet the quality standards while staying within the allocated budget for raw ingredients, packaging, and operations. This includes sourcing fresh ingredients from local Sabahan farmers and managing production schedules efficiently to fulfill customer orders without delays.
- **Relevant:** Maintain a consistent standard of product quality and earn MESTI certification during the first year of operation to increase customer trust and create chances for institutional supply.
- **Time-bound:** Achieve a full MeSTI certification and complete the initial local sourcing framework within the first year of launch, ensuring all production metrics stay on budget month-over-month.