

**TECHNOLOGY ENTREPRENEURSHIP**

**ENT 600**

**KING MANGO ENTERPRISE**

**“MANGO CRISPS”**

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## **EXECUTIVE SUMMARY**

King Mango Enterprise is a “Halal” food product that produce by Muslim company that mainly focuses on the production of mango crisp in the area of Malacca. This business company was run by a General Manager and another 4 other manager which is Administration, Operation, Marketing, and Financial Manager. Each of this manager have different types of task and play an important role in making this business run well and achieve their target.

This mango product can be snack food for all types age. This mango crisps also have preservative product and it was safe to eat. Although mango crisp product was new product, but we are confident that this product can fulfill the costumer interest and taste. The uniqueness of this product and the quality of the raw material that we use in producing this product will surely fresh and easily attract the customer to buy it.

Next, Marketing manager also non-stop searching opportunity to expand this mango crisps not only in Malacca but also other region such as Johor, Selangor and Negeri Sembilan. As the business expand, so King Mango Enterprise can give the opportunity for the jobless people to fulfill the vacancy as we need more workers.

Besides that, we want to increase the quantity of Bumiputera involve in business and become successful entrepreneur. Therefore, we can help and open the opportunity for the rural people in the rural area in making job and help them to increase their level of income. In the other hand, we also can improve the development of the country’s economy.

Last but not least, we really hope that this product can enter Malaysia’s market and next become one of the leading brand of food product in Malaysia.

## **1.1 NAME OF THE COMPANY**

The name of our company is King Mango Enterprise as being agreed by our partners. We choose this name because we want our customers knows that we sells the original crisps that was made from fresh mango. We also provides delivery process to our beloved customer who wants to join and become entrepreneur. The customers also can easy and welcomed to our operational places which is located at Jasin.

## **1.2 NATURE OF BUSINESS**

The nature of our business plan is food product, that had been registered in the name of King Mango Enterprise. This product is totally “Halal” food product that produce by the Muslim company. The main raw material use in making this product are mango.

Although there are many type of food product in the market, but we are confident that our product can compete with the other food product. This crisps product are new product, and have not yet enter the market in the large scale. So we use this as a opportunity for us to start the business as we will be the first company that will produce this mango crisp in a large quantity and next we will be the one who will introduce this product to the market and costumer.

In the future we hope that our product will be one of the leading brand in Malaysia market and next in world as it can be compared with the other food product Beside that, we also have target to enter our product in the wholesaler market such as Giant, Jusco, Mydin and etc. as we know that we can create higher production of our product if we can supply and sell our product in this type of super market or shopping complex.