

BUSINESS PLAN REPORT



ETR 300-FUNDAMENTALS OF ENTREPRENEURSHIP

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EXECUTIVE SUMMARY

Serunding Warisan is a business that will be get the higher sale citizens and operated in the food sector. Our business is focusing such us beef, chicken and fish meat floss. As we know the meat floss very famous especially in Malay society and meat floss come from the east. The business is located in the middle of Pekan Machang and it is a very strategic place because it is near to many public facilities such as bus station and Pasar Besar Machang and other public gathering. Our business will begin its operation on 1st August 2009. It's because the Hari Raya will be arrived and we take that time to start our business. There are several factors why we select this business.

1.1. why we choose meat floss as our business, it's because

:we want to enduring meat floss as the Malay traditional food.

:to introduce meat floss in international level.

:floss have various kind it's can be serve with many types of food.

:we also want to create a large scope of marketing in new invention of meat floss.

:we know that meat floss can successful and same level with another fast food.

PURPOSE

There are several purposes of establishment of business program. This business plan is prepared by Serunding Warisan Company. we apply a loans of financial from a relevant financial institution. This business plan is prepared as a guideline in managing our business. It can help our company to get a higher profit and increase the quality of work behalf on that, the main purpose of establishment this business program is to inculcate the confidence and efforts among us to sell our products.

1) The amount loaned from CIMB BANK is RM 100 000 this financial source will be used to buy the fixed assets of serunding warisan business. The fixed assets that we want to buy with this loan in the administrative expenditure are the furniture, fixture, and other materials. The renovation cost also included in the loan. For the marketing expenditure, the loan will be used to buy the signboard for the company for operational expenditure, the loan spent on the machine, furniture, and materials.

2) Specific amount of loan also spent for the working capital of the company in the administrative, marketing, and operational expenditures. .



Serunding Warisan Enterprise

Lot 2, Bangunan Lot Kedai, 18500 Machang, Kelantan. Tel: 09-7234 782 Fax: 09- 7234 781

COMPANY BACKGROUND

Name of the company : Serunding Warisan Enterprise

Business address : Lot 2, Bangunan Lot Kedai

18500, Machang,

Kelantan.

Correspondence address : www.serundingwarisan.com.my

Telephone number : 09-7234782

Fax number : 09-7234781

Form of business : shop

Main activity or activities : shop

Date of commencement : 1st August 2009

Date of registration : May 2009

Registration Number : In Progress

Name of bank : CIMB bank

Bank account number : In Progress

LOGOCOMPANY



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LOGO COMPANY



SERUNDING WARISAN ENTERPRISE

Description of logo

The logo focussing at the text of 'serunding warisan', as represent Malay society food especially in Malaysia.

The smoke represent a pleasantness original ingredient in floss and it can attract customers to get interested with our company and quickly recognize our trademark.

The red colour mean a braveness. The specific meaning is we are ready to face any problem or a risk.

The yellow colour are related to a malay tradition that is the royal colour.