



UNIVERSITI TEKNOLOGI MARA

ENT 300

Fundamental of Entrepreneurship

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EXECUTIVE SUMMARY.

Our company name is Lady HAIS Enterprise. The product that we produced is the pudding that have the originated freshness from the local fruit. The pudding product are named as the Fruidin' Splash. We has a factory that helps in the production of pudding. Our factory is not as big as the commercial ones and our machinery is only consist with the simple machine that has been the great help in the production of our pudding product.

The packaging of the pudding is consist of the medium sprout bags which is the see through container. The containers are made from plastic and comes with lid in order to preserve the cleanliness and the freshness of the pudding. The pricing of the pudding is based on the cost-based pricing. This types of pricing is the practice of setting the prices based on the cost of the goods or services being sold. The pudding are being sold at a price of RM 4.30 a bag.

Our factory is located at Batu Tiga, 40000 Shah Alam, Selangor.. The main reason why the area of Shah Alam is choosen as the place to build our factory is because that area consist of primary school student , secondary school student and college student. We are also targetting the family that lives nearby as the minor market. The area is very suitable for the pudding business since we target to sell it to youth that are known to be the age for sweet tooth. Our pudding products have 2 competitors within the nearer area since they also sells desserts like cake and pudding.

Our pudding products also comes with the labelling, quality and pretty packaging. The promotion strategy also has been planned like we prepare banners, flyers, business cards and many mores in order to attract more customers. The establishment of the social media pages are also being strengthen by making the Instagram, website , Facebook page and many mores so that the information can be spread quickly within the community.

INTRODUCTION

Our business that was set up as a partnership firm under Business Registration Act 1957 (Amended 1978) is registered as Lady Hais Enterprise. The partnership system has been chosen as base of our business because it gives many advantages like in terms of idea, it is better two or more head than one heads. It also gives benefit in obtaining financial supports and sources of capital that can help in the company operation. Other than that through good and better skills, knowledge and experiences have in different partnership member, a better management can also be achieved.

The essence of Lady Hais Business is based on a way to obtain a source of nutrition in inexpensive, easy and attractive way. Our production is focusing in introducing a healthy and tasty fruit pudding among citizens. The advantages of our product are that there is none synthetic preservative and colour was being used during the production of fruit pudding. Also, we provide a healthy dessert to consumer at acceptable and affordable price. The price range of our product which is fruit pudding which act as a dessert price is affected by the economic stability. Furthermore, only the local fruit was being used during the production of this fruit pudding

Our production is operating at Seksyen 7, Shah Alam, 40000 Kuala Selangor. Our factory and also our office are located at the same place. Strategically, this premise is easy to access and well connected with the big road. The premise of our company is near with primary and secondary school, university such as UiTM Shah Alam and Management and Science University (MSU) and also residential area. The premise is also near with a supermarket such as Giant, clinics, public bank, bus station and also train station.

Lady Hais Enterprise will be establish on the early year of 2020, right after we settled with the business registration to provide a healthy, nutrition's and affordable fruit pudding as a dessert to the citizen.

The business was founded and managed by five partnership members. We hope and expect that our dessert product will be more successful and acknowledge by the citizen. We also hoping that our business can enter the local and big store or hypermarket. Other than that, we also want to open other branch of production for our product to all places in Malaysia. Therefore, we will establish our business and trying to get an opportunity to improve and expand our business.

PURPOSE OF BUSINESS PLAN

First of all, business plan is used to attract others people to invest in our business. It is because in business plan all sort of administration, operational and marketing cost was being mentioned. It will facilitate the investor to make an investment in our company business. The development of a comprehensive business plan shows whether or not a business has the potential to make a profit. A new business has a better chance of attracting investors to provide the capital needed for getting started by ~~putting~~ statistics, facts, figures and detailed plans in writing.

Furthermore, the other purposes of business plan are to simplify and explain the purpose, objective and direction of our business which allows others or investor to understand what activities was being done to carry on this business. It can consist of a simple description of our business, diagram, graph and the products or services, or it can specify the exact product lines and services that we ~~will~~ offer, as well as a detailed description of our ideal customer.

Lastly the business plan help entrepreneur to observe and learn method or way to carry on the business in a practical and critical approach. An entrepreneur can make his or her judgement based on information which forms a concrete basis by preparing a business plan beforehand. The entrepreneur needs to properly make business planning before starting the business to get stability and know how to manage the business. Most of the entrepreneur nowadays failed on their business because they do not ~~properly~~ and carefully make a business planning before starting the business.