



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

IDRIS ENTERPRISE

(SAMBAL HITAM PAHANG)

PREPARED BY

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EXECUTIVE SUMMARY

Malaysians have always been close to their traditional cuisine, hence our company introduced our own product of Sambal Hitam Pahang, by using our own unique recipe which includes no chemical preservatives and made with high quality of raw materials. This will also become a solution mostly for the students that is studying overseas, to satisfy their craves for the taste of homemade cooking especially the traditional cuisine. Also our company came out with a great product packaging in which benefits the consumers in flexibility of bringing this product just anywhere and it is readily available to be consumed straight from the resealable plastic packaging without the need of transferring it to another container.

INTRODUCTION

Idris Enterprise is a newly establish company which located at Seremban, Negeri Sembilan. Idris Enterprise is one of the local and small companies running the food product business by selling the famous *sambal hitam* that comes from Pahang. The products name was given as Sambal Hitam Pahang. This business act as the manufacturer and also the distributor by selling of the Sambal Hitam Pahang to people in Negeri Sembilan district.

Sambal Hitam Pahang comes with 150 gram per pack and with affordable price which only cost RM 7. As people in Negeri Sembilan loves to eat the spicy and savoury food so, Idris Enterprise comes with the new branding and trending product to be introduce to people in Negeri Sembilan state especially people in Seremban to try our special *sambal hitam*.

On par with our vision and mission, we also want our *sambal hitam* to be the most trendious sambal ever in Negeri Sembilan. So from there, we believe that we can also introduce it to the other state all over Malaysia country and also be the one of international *sambal hitam* food choices. As *sambal hitam* has their special taste and aroma, it is now being one of the food that can be accept by almost every people including teenagers.