



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

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KP FRY

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1.1 EXECUTIVE SUMMARY

We are making a product which is called Korean spicy chicken. We are producing spicy fried chicken with variety in the level of spiciness which is mild, medium and hot. Our product is targeted towards the food enthusiast all over the country.

The price that we charge for our product is RM 10 per unit. This price is pretty low compared to our competitors' product. This is because most of the restaurant that sell similar product focus on a fine dining experience, while our shop is focused on the fast food style.

Our company is located at 152, Jalan Dato Bandar Tunggal, Bandar Seremban, 70000 Seremban, Negeri Sembilan. Our competitors are Nanda and Dubuyo. Our competitors have the following strength which is being well known among the foodies and their shop are made to look like a real Korean restaurant. This made the people feels like they are in Korea whenever they eat there because of the scenery of the shop itself. However, they have their on weakness, which is being being a bit expensive.

We intend to introduce our product through the product attributes, trade name, brand name, packaging, labeling and warranty and also after sale service. Second, price strategy are based on cost and based on what price that the competitors put. Besides that, we also use promotion strategy such as banner and signboard. Other than that, we also use electronic media to spread the information about our product. For example, Instagram, Facebook, Twitter and Whatsapp.

Furthermore, we also do offline marketing strategy. We will spread out at a few area to gives out flyers about our product. We also rely on word-of-mouth marketing.

1.2 INTRODUCTION

1.2.1 Name of business

KP Fry Enterprise

1.2.2 Nature of business

This company is in the category of giving a food service. Our main food is Korean spicy chicken which our company gets the chicken and cook them regarding high demand from the customers. We believe that youngsters nowadays are craving for Korean cuisine especially teenage and early adults who love exploring new cuisines. Although there are many restaurants that produced Korean food, we are here to make differences and varieties of other Korean meals with affordable prices. Besides, our company also provide food delivery where customers can place their online. Customers whom are busy to stop by at our restaurant can order our food and our workers will deliver the food ordered in front of their doorstep. We hope that by providing this method, it may help some of them to buy our products. Our shop is located near the house residencies which can help people there to buy our food.

1.2.3 Industry profile

Korean spicy chicken is a food that many of us prefer to eat once in a while. Even though there are so many companies that serve Korean foods, not all of them use chili paste that is originated directly from Korea itself. Besides that, in Seremban, there is still lacking of restaurants that sell Korean foods. Seremban seems to have a good potential to develop as urban places since there are so many shops and malls available here.

1.2.4 Location of the business

KP Fry Enterprise is located at 152, Jalan Dato Bandar Tunggal, Bandar Seremban, 70000 Seremban, Negeri Sembilan. The location is strategic because it is located in the city and also near to housing area.