



اَوْنِيُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
**UNIVERSITI
 TEKNOLOGI
 MARA**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
 BUSINESS PLAN**

**JES ENTERPRISE
 PARTNERSHIP**



PREPARED BY

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Last as a result from our effort we are been expose with the basic of being entrepreneurship and this will be guidance to us when we become an entrepreneurship in the future. We also would to apologize if there are any mistakes that we made with our without our concern along the process of completing business and we hope that our effort and lesson that we learn now will give benefit to us in the future. Thank you to all people that have been directly or indirectly involved in this journey.

Thank you.

EXECUTIVE SUMMARY

We are producing product called Carrot Crisps as a starting business. Our carrot crisps are actually snacks that are made up from vegetables which are carrots as raw materials. This product is actually come up with two different types of packaging which contain with 70 g and 170 g of carrot crisps. Our product is actually a healthy one as it is high in nutritional value but low with sugar content which suits with someone that concern with healthy lifestyle but still want to consume snacks.

For the price of each of product is been charge depending on size of the packaging. The small packet that contains with 70 g carrot crisps is RM 3.20 while for the large packet is RM 6.20. These prices that been set are similar to the price of competitor product as we take their price as benchmark. Since we are new to the market, we believe that in the future our product managed to conquer their market share and later increase our share with best and good quality product.

This business already been established since on 7th November 2014 and we manage to recruit for about 10 staff including general manager to be working with this company. The post that available here are clerk, technicians, factory workers and driver.

So this business is actually mainly operating at No 13, Bangunan Uda, Bandar Baru Ampangan, 70400 Seremban, Negeri Sembilan. Our products are competing with four different competitors in this business. All products in the market have their strength and weakness but how the strategic that we want to use to attract customer for purchasing our product. The competitors' products are strength with their recipe, taste and their loyal customer. Despite all that we take it as challenge for us to express the uniqueness of our product by introducing the innovation that we made on the snacks and make it as our company's strength.

Then, to introduce more regarding our product that suit with our prospect and customer in order to tackle them to purchase our product. First thing that we done is by emphasize on product strategy which are include with brand, quality, packaging and labelling. Next, it is on pricing strategy which is competition-based pricing.

Lastly, we work on with promotion strategy which advertising printed media such as brochure, signboard and business card. Besides that, we also using media social such as Facebook, Instagram and Twitter as platform to promote and expanding our business throughout Malaysia.